ART 322 / Advertising Design
Instructor: Bill Deering
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Phone 302.528.8528 cell / text
Office hours: by appointment
Class: Mon / Wed / 1:25pm-3:20, Recitation Hall 103

Description / Overview
This course is designed to introduce 3rd & 4th year Art + Design student to the creative side of advertising. This class introduces basic techniques of modern advertising along with an overview of the industry, history and practices. This course defines the ability to create advertising strategies and use of various media to communicate ideas effectively. Assignments include semester-long and weekly assignments to build strategy, copywriting and art direction skills. Students will work in teams and embrace advertising that is in the market place today.

This course is how to execute in a conceptual way with visual ideas that the student has imagined, produced and executed in a creative way towards a solution as it applies to advertising. This class is about advanced concepts and strategies in the advertising field. We will explore art directors, copywriters, photographers, directors past and present as they apply to the history of advertising. Art 322 Advertising may be repeated for up to six credits.

Structure
The format of this class will be based around the lecture presentation format guest professionals and field trips, to Philadelphia and NY (FIELD TRIPS MANDATORY). Students will discuss and present their work in class along with discussion, workshops and exercises. Students must be engaged in the process of presentation. This class depends on student's involvement and flexibility. Students will be asked to work in a (professional environment), the class will be structured to have some dis-organization so students can learn to work in a very high energy, fast paced environment with short deadlines as it simulates a high energy advertising work place. Assignments / projects / briefs will be presented and critiqued.

The student's effort in production should be the highest quality. Students must be proficient with Adobe suite, Photo shop, In-Design, Illustrator, and scanning as a means to an end. (Students must have a working knowledge of all software), students must present their work for review and critique digitally. Importance will be placed on the idea, the concept and how the projects that are given are executed, defined and produced at the highest level. Students need to be self-starters and motivators in this class and know what they want to achieve. This is a 300-400 level class and the effort towards that level is assumed.

Outcomes / course goals / learning objectives
Advertising Design is the development of conceptual and strategic thinking emphasizing advertising design in the field of visual communications, projects will include print advertising, outdoor, posters, social media, TV etc. in an advertising context. Students learn advanced principles of effective communications through practicing these live briefs from outside working advertising Art Directors and copywriters and how they may interact with the world of advertising design, all areas, and mediums will be discussed and explored.

Students will experiment with different approaches in advertising and will learn various techniques as it applies to the field. Students will participate in critiques, class discussions, and their involvement in the process is mandatory. Presentations on the different types of advertising used in today’s world of visual communications will be explored, as well as its historical role. This course will in addition cover the advanced aspects of the medium. Research: contemporary and cross-disciplinary, social Responsibility / job opportunities / careers and understanding in the market place. Students will express themselves through creative writing and explore the profession of advertising.

Readings / Books / Amazon
https://www.amazon.com/Advertising-Concept-Book-Think-
Attendance and Grading Guidelines
Your attendance in this class is mandatory, (See University Guidelines), only an excused
absence (in writing) is acceptable. Religious holidays, illness (doctors note) and personal
family problems or situations are understandable and noted as an acceptable excuse. You
will be required to present acceptable documentation for missing a class. Two unexcused
absences are allowed, after your second unexcused absence, grades will be lowered half a
letter grade for each absence from your final grade. Three unexcused absences from class,
at the (instructors option), result in an involuntary withdrawal.

In addition to attending all classes, students must complete all assignments, on time, and
participate fully in class discussion. If it’s not in class at the time it is scheduled, it’s late…
The function of this class is to build good work habits and build visual and artistic growth
as it applies to Visual Communications.

There is no access to the building past 2:00am. Public safety at 831-2222 for entry.
Students are not allowed to work or be in the building alone. This means if you’re the only
one in the building when everyone leaves you must leave with them, NO EXCEPTIONS…
your safety is very important to us. Students should not walk home alone, call 831-2222 for
an escort.