

ART 322 / Advertising Design / Deering
Class meets: T-TR, 12:30pm-3:00pm
Email: bdeering@udel.edu / Phone 302.528.8528 cell
Office / Zoom hours: by appointment

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 purpose is to teach students 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, director's past and present as they apply to the history of advertising. Art 322 Advertising may be repeated for up to six credits.

Structure

The class will be based around the lecture presentation format, guest professionals will Zoom in from Philadelphia, LA, London and NY. Students will discuss / present their work in class and 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 advertising work place. Assignments / briefs will be presented & 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->

[Design/dp/050051898X/ref=tmm_hrd_swatch_0?_encoding=UTF8&qid=1471783592&sr=1-2](https://www.amazon.com/Hey-Whipple-Squeeze-This-Creating-ebook/dp/B01AVKWLCS/ref=sr_1_fkmr0_1?ie=UTF8&qid=1549305599&sr=8-1-fkmr0&keywords=Whipple+squeeze+me)

https://www.amazon.com/Hey-Whipple-Squeeze-This-Creating-ebook/dp/B01AVKWLCS/ref=sr_1_fkmr0_1?ie=UTF8&qid=1549305599&sr=8-1-fkmr0&keywords=Whipple+squeeze+me

The Safety of Our Learning Environment / CDC guidelines

Student learning can only occur when students and their instructors feel safe, respected, and supported by each other. On the first in-person class session of the semester you will select your seat/desk. This will become your assigned seat for the entire semester. To ensure that our learning environment is as safe as possible, and in keeping with CDC guidelines to slow the transmission of COVID-19, our in-person class sessions will adhere to the practice of physical distancing. This means that you:

- Should avoid congregating in groups outside of the classroom before and after class
- Return to your assigned a seat for the entirety of the semester
- Upon entering the classroom, wipe down your seat and desk area
- May not move your chairs/desks from their designated positions at any time
- Must remain at least 6 feet apart from your classmates, Teaching Assistants, and instructors at all times
- Must wear a cloth mask that covers your nose and mouth
- As necessary, the University may announce modifications to these practices. In that event, these guidelines will be updated to reflect those modifications.

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 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.

