

# COURSE SYLLABUS

ARTC 1349 (3:2:3)

Art Direction I

Graphic Arts

Creative Arts

Technical Education Division

SOUTH PLAINS COLLEGE

Fall 2021 • Spring 2022

# COURSE SYLLABUS

COURSE TITLE: ARTC 1349 Art Direction I  
INSTRUCTOR: Paul Davidson  
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OFFICE HOURS: TBA

## SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE



### I. GENERAL COURSE INFORMATION

**A. Course Description:** Creation of projects in art direction for advertising graphic campaigns for products, services, or ideas. Topics include all campaign procedures from initial research and creative strategy to final execution and presentation of a comprehensive project.

**End-of-Course Outcomes:** Identify aspects involved in a campaign; summarize client-related business practices involved in a campaign; execute an advertising campaign from thumbnails to presentation; and presentations/simulate client/agency interactions.

**B. Course Competencies:** Upon successful completion of this course each student will have demonstrated through examination and projects a competent understand of:

1. The use of the computer as a graphic tool.
2. Design, mechanical and production process
3. A variety of imaging techniques and processes
4. Saving, filing, and printing procedures
5. Terminology as it pertains to the graphic arts industry
6. Organizational skills and documentation
7. Leadership
8. Advertising plan

**C. Academic Integrity:** It is the aim of the Graphic Arts faculty to foster a spirit of complete honesty and high standard of integrity. The attempt of any student to present his or her own work which he or she has not honestly performed is regarded by the faculty and administration as a serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism (see "Academic Integrity" and "Student Conduct" sections of the college catalog.) At times, working with other students is encouraged for some assignments and meets SCANS competencies C-9 through C-14. If you have any questions as to whether you may work with other students on any assignments. ASK YOUR INSTRUCTOR.

**D. SCANS and Foundation Skills.** This course contains the following SCANS competencies: This course contains the following SCANS competencies: C-1, C-3, C-4, C-5, C-6, C-7, C-8, C-9, C-10, C-11, C-12, C-13, C-14, C-15, C-16, C-17, C-18, C-19, C-20. The following Foundations skills apply to this course: F-1, F-2, F-3, F-4, F-5, F-6, F-7, F-8, F-9, F-10, F-11, F-12, F-13, F-14, F-15, F-16, F-17. Definition and explanation of scans and foundation skills included at the end of syllabus.

## II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS:

A. There is no textbook for this course. Learning materials will be in the form of handouts or printouts. The instructor reserves the right to require additional materials.

### B. Attendance Policy

Students are expected to attend all classes to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first-class meeting.

Students who enroll in a course but have never attended by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through Texan Connect. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.

The South Plains College attendance policy is stated in the General Catalog (see above). Punctual and regular attendance in class is required of all Graphic Arts students. Each student is responsible for all class work covered while he or she was not in class. At the discretion of the instructor, a student may complete makeup work assignments for unavoidable absences. The instructor uses their discretion to administer an "X" or "F" grade when a student has excessive absences. In the event a student is not able to complete course work, he or she is expected to take initiative to initiate a student withdrawal notice that results in a "W" grade when completed before the last college "Drop date." All students must complete or remain in compliance with TASP requirements.

### Graphic Arts Attendance Policy

The Graphic Arts program has modified the absentee policy as follows: After a student has missed **three** regular days of class, his or her final grade will be **dropped one letter grade** for each additional absence. A student who has missed **four** class days may be dropped at the instructor's discretion. Tardiness for two class days equals one absence and will be used to consider this policy.

Any make up work is at the instructor's discretion to allow a student to do additional work.

The lab is an intricate part of a class. If a student attends the class but misses the lab, the student will be marked absent for the whole class period.

The chairperson of the Creative Arts, Administration, or Counseling Department must approve, in writing, any deviation from the attendance policy.

Students may be required to attend events on and off campus for additional grades at various times. Failure to attend will result in either a low grade or an absence at the instructor's discretion. Students must be notified at least two weeks in advance of the event.

### **Absence for Military Service**

In accordance with Texas Education Code Section 51.9111, a student is excused from attending classes or engaging in other required activities, including exams, if he or she is called to active military service of a reasonably brief duration. The maximum time for which the student may be excused has been defined by the Texas Higher Education Coordinating Board as "no more than 25 percent of the total number of class meetings or the contact hour equivalent (not including the final examination period) for the specific course or courses in which the student is currently enrolled at the beginning of the period of active military service." The student will be allowed a reasonable time after the absence to complete assignments and take exams.

### **Religious Holy Days**

In accordance with Texas Education Code Section 51.911, South Plains College will allow a student who is absent from class for the observance of a religious holy day to take an examination or complete an assignment scheduled for that day within seven (7) calendar days after the absence. Students are required to file a written notification of absence with each instructor within the first fifteen (15) days of the semester in which the absence will occur. Forms for this purpose are available in the Dean of Students Office along with instructions and procedures. "Religious holy days" means a holy day observed by a religion whose place of worship is exempt from property taxation under Texas Tax Code Section 11.20.

### **Pregnancy**

In accordance with Title IX of the Education Amendments of 1972, in the event of pregnancy, termination of pregnancy or recovery from any of these conditions a student's absences shall be excused, as deemed necessary by the student's physician (Title IX.) The student should contact the Director of Health and Wellness at (806) 716-2563 for further assistance.

### **C. Assignment Policy**

All required work must be turned in on time in order that the student may benefit from the corrections and study for future development. Assigned work is **DUE ON THE CLASS PERIOD ASSIGNED**. **Late work is not accepted.** Work not turned in by the posted due date results in a **zero** for that grade and project. Under extreme circumstances, the instructor has sole discretion whether to accept late work due to circumstances beyond the student's control.

**D. Grading Policy/Procedure and/or methods of evaluation:** A student's final grade is determined by averaging all examinations, projects and participation grades. All graded projects and exercises will be graded and returned one week after the due date.

### **E. Grading Defined:**

#### **90-100 A • Art Director**

Art director takes an assignment and makes it their own. By incorporating the requirements and exceeding all limitation including psychological. An art director will take a project to the next step establishing

characteristics of thought, emotion, development, and design working through any technical limitations or requirements. The art director achieves a more dimensional design with a broader meaning and message. This additional level is obtained without any change in time restraints and technical requirements. It tells a story, makes you think or creates an emotional reaction. The piece usually has a sense of what is defined as overtone. This level of work reaches a professional level that makes the piece unique within itself and stands out as an individual thought or the results of a unique design process.

### **80-89 B • Graphic Artist**

A graphic artist works within the limitations of the assignment. He stays within the requirements but develops those limitations to their fullest. They use creative techniques to create physical and visual responses to the assignment which will improve the overall appearance or show a better understanding of the requirements. But fail to take the piece beyond the creative and technical limitations to the psychological level. This level reaches a professional level that visually makes the piece unique and all technical aspects are used and recognized and done within the deadline.

### **70-79 C • Production Artist**

A production artist takes the assignment and recreates it as demonstrated or required exactly as proposed. Technical design elements such as proximity, line, etc may be followed, but the production artist is limited to and by the technical requirements of the piece. No creative processes are used and no decisions or risk are taken. This level reaches a professional level that visually and technically equal the requirements of the assignment.

### **60-69 D • Amateur**

An amateur is an artist who falls short of the basic requirements of a piece. Unlike a production artist who only completes the requirements and does it well the amateur completes the project but fails to reach the required level of technical expertise. These are aspects that may require more practice, or lab time but are believed to be reachable within the artist's skills. This level does not equal visually or technically the requirements of the assignments but appears to be a completed effort.

### **0-59 F • Failure**

Failure is usually the results of poor time management or technical confusion (a lack of understanding how to do something) An incomplete project that does not reach the basic requirements of the assignment is considered incomplete and therefore, a failure.

The final examination/project counts twice. The total average will determine the student's grade point average minus any absences and or tardies.

(Note: See the General College Catalog "Grade and Reports" for explanation of grades and grade point averages.)

Projects are graded on completeness, presentation and technical correctness. Creativity and originality may contribute to additional points according to the instructor's discretion.

### **Final Examination is required for all students.**

Real-time projects: These are projects from outside sources in which the instructor deems applicable to the curriculum. The instructor's discretion is used to assign these projects to the whole class, a particular group of students or an individual student. These projects may allow for special needs, such as leaving class early or coming in late as necessary. These projects may substitute for an assigned project or may

be an additional project based on complexity. These projects are graded equally to any class project or examination.

#### **F. Special Requirements:** Required materials

1. Pencils, an assortment of drawing pencils.
2. Black Sharpie
3. Ruler (12 inch minimum).
4. Fine point or extra fine point “Bic” pen.
5. Small drawing pad (at least 8.5” X 11”)
6. Some type of removable storage: Jump Drives, External Hard Drive

#### **G. Lab Policy**

The purpose of the lab policy is to encourage the careful and proper use of the Graphic Arts computer labs; including equipment, materials and supplies, in order to improve the educational opportunities of each student.

**Lab equipment:** Lab equipment is not to be used without the permission and supervision of an instructor. Lab equipment should be cleaned and left in good condition, as well as all trash disposed of.

**Computers:** The Graphic Arts computers are set up for specific purposes, especially for exercises and projects. A student may not install, add or delete anything from the computer without the permission of the instructor. Nothing about the computer may be changed without the permission of the instructor. Students may NOT change or alter the screen saver or desktop. If not having assigned computers, the computers are assigned on a first come, first serve basis at the beginning of each semester unless otherwise specified by the instructor. All students are required to use the Program’s computers. No other computers may be used or shown during the class or lab.

A crashed computer is not an excuse for not turning in an assignment. It is normal for computers to crash, and work be lost. It is the student’s responsibility to save on a regular basis. Most assignments are turned in electronically; therefore, it is the student’s responsibility to ensure that all assignments have been properly turned in to the location specified by the instructor.

**NO FOOD OR DRINKS ARE ALLOWED IN THE LAB.** There will be no form of liquid near the computers other than cleaning solutions. Backpacks, purses, and bags should be stored in the location designated by the instructor and not by the computers. No phones, iPads, laptops, headphones, etc. are allowed to be used in the lab unless with the permission of the instructor for the purpose of lessons.

**Daily cleanup:** Each student is responsible for cleaning any area of the lab where he/she worked by the end of the class period. Lab equipment and supplies are to be returned to their place. Any paper, drawings or other materials left in the lab may be thrown away at the instructor’s discretion. It is the purpose of this program for all students to work in a quiet, professional environment. Students must show restraint from using the classroom and lab as anything other than to learn, work and explore.

#### **H. Distractions**

Distraction is a behavior that prevents a student or students from giving their full attention to a task. Examples of past distractions are excessive talking or visiting; hygiene; inappropriate dress; lack of attentiveness; habitual tardiness, aggressive or combative attitudes, failure to have assignments and supplies when needed, use of technology that intrudes on another’s space or inhibits a student from participating in the activities of the class, etc.

It is the purpose of this program for all students to work in a quiet, professional environment. Students are expected to act as they would in a professional environment, showing restraint and respect for others. Any failure to do so may result in disciplinary action or dismissal from class. Students must show restraint from using the classroom and lab as anything other than a time to learn, work and explore.

**H. Disciplinary** Students should report when they are prevented from giving their complete attention. Should the instructor identify the activity as a distraction, the student will be asked to stop by being given a written notice that informs the student of the behavior. If the problem persists, the student will be asked to address the problem with the Program Coordinator, with the instructor present. The Program Coordinator will decide if the behavior warrants a meeting with the Dean of Students. The Dean of Students will determine if the student will be allowed to return to class.

**I. Cell Phones** Any student caught with a cell phone in any Graphic Arts classroom at any time will be immediately dismissed. A second offense will result in disciplinary action. Any missed lecture or material as a result of dismissal is the responsibility of the student to make up at the discretion of the instructor.

### **III. COURSE OUTLINE**

- A. Art Direction– introduction
- B. Brainstorming – overview
- C. Advertising plan
- D. Organizing the team
- E. Defining options and access.
- F. Creating deadlines
- G. Meeting deadlines
- I. Analyzing results

#### **SOFTWARE**

**Any and all software and techniques.**

### **IV. ACCOMMODATIONS**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716- 2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

### **V. DIVERSITY STATEMENT**

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

## **VI. Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: [http:// www.southplainscollege.edu/campuscarry.php](http://www.southplainscollege.edu/campuscarry.php) Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

## **VII. Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360

## **VIII. Title IX Pregnancy Accommodations Statement**

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or email [cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.



## SCANS COMPETENCIES

C-1 TIME--Selects goal--relevant activities, ranks them, allocates time, and prepares and follows schedules.

C-2 MONEY--Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives

C-3 MATERIALS & FACILITIES-Acquires, stores, allocates, and uses materials or space efficiently.

C-4 HUMAN RESOURCES--Assesses skills and distributes work accordingly, evaluates performances and provides feedback.

### **INFORMATION--Acquires and Uses Information**

C-5 Acquires and evaluates information.

C-6 Organizes and maintains information.

C-7 Interprets and communicates information.

C-8 Uses computers to Process information.

### **INTERPERSONAL--Works With Others**

C-9 Participates as members of a team and contributes to group effort.

C-10 Teaches others new skills.

C-11 Serves clients/customers--works to satisfy customer's expectations.

C-12 Exercises leadership--communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.

C-13 Negotiates-Works toward agreements involving exchanges of resources resolves divergent interests.

C-14 Works with Diversity-Works well with men and women from diverse backgrounds.

### **SYSTEMS--Understands Complex Interrelationships**

C-15 Understands Systems--Knows how social, organizational, and technological systems work and operates effectively with them

C-16 Monitors and Correct Performance-Distinguishes trends, predicts impacts on system operations, diagnoses systems' performance and corrects malfunctions.

C-17 Improves or Designs Systems-Suggests modifications to existing systems and develops new or alternative systems to improve performance.

### **TECHNOLOGY--Works with a variety of technologies**

C-18 Selects Technology--Chooses procedures, tools, or equipment including computers and related technologies.

C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment.

C-20 Maintains and Troubleshoots Equipment-Prevents, identifies, or solves problems with equipment, including computers and other technologies.

## FOUNDATION SKILLS

**BASIC SKILLS--**Reads, writes, performs arithmetic and mathematical operations, listens and speaks

F-1 Reading--locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.

F-2 Writing-Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.

F-3 Arithmetic--Performs basic computations; uses basic numerical concepts such as whole numbers, etc.

F-4 Mathematics--Approaches practical problems by choosing appropriately from a variety of mathematical techniques

F-5 Listening--Receives, attends to, interprets, and responds to verbal messages and other cues.

F-6 Speaking--Organizes ideas and communicates orally.

**THINKING SKILLS**--Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason

F-7 Creative Thinking--Generates new ideas.

F-8 Decision-Making--Specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.

F-9 Problem Solving--Recognizes problems and devises and implements plan of action.

F-10 Seeing Things in the Mind's Eye--Organizes and processes symbols, pictures, graphs, objects, and other information.

F-11 Knowing How to Learn--Uses efficient learning techniques to acquire and apply new knowledge and skills.

F-12 Reasoning--Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.

**PERSONAL QUALITIES**--Displays responsibility, self-esteem, sociability, self-management, integrity and honesty

F-13 Responsibility--Exerts a high level of effort and preservers towards goal attainment.

F-14 Self-Esteem--Believes in own self-worth and maintains a positive view of self.

F-15 Sociability--Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.

F-16 Self-Management--Assesses self accurately, sets personal goals, monitors progress, and exhibits self control.

F-17 Integrity/Honesty--Chooses ethical courses of action.

# GRAPHIC ARTS DEGREE PLAN

NAME: \_\_\_\_\_

Student #: \_\_\_\_\_

Basic Certificate 6222C     Advanced Certificate 6223C     Associate of Applied Science 6224

Notes:	REQUISITION or TRANSFER:	GRADE:
	<b>First Semester*</b>	
	_____ <input type="checkbox"/> ARTC 1310 - Design Concepts X	_____
	_____ <input type="checkbox"/> ARTC 1302 - Digital Imaging I *X	_____
	_____ <input type="checkbox"/> ARTC 1321 - Illustration Techniques I X	_____
	_____ <input type="checkbox"/> ENGL 1301 - Composition I	_____
	_____ <input type="checkbox"/> IMED 1316 - Web Design I * X	_____
	<b>Total Semester Hours: 15</b>	
	<b>Second Semester</b>	
	_____ <input type="checkbox"/> IMED 2315 - Web Page Design II X	_____
	_____ <input type="checkbox"/> ARTC 2317 - Typographic Design X	_____
	_____ <input type="checkbox"/> ARTC 2305 - Digital Imaging II X	_____
	_____ <input type="checkbox"/> ARTV 1345 - 3-D Modeling and Rendering I *X	_____
	_____ <input type="checkbox"/> Math or Life/Physical Sciences Elective	_____
	<b>Total Semester Hours: 15</b>	
	<b>Third Semester</b>	
	_____ <input type="checkbox"/> ARTC 1349 - Art Direction I XX	_____
	_____ <input type="checkbox"/> ARTC 2333 - Publication Design XX	_____
	_____ <input type="checkbox"/> GAME 1334 - Video Game Art * XX	_____
_____ <input type="checkbox"/> SPCH 1321 - Business and Professional Speech	_____	
_____ <input type="checkbox"/> Social/Behavioral Science Elective	_____	
<b>Total Semester Hours: 15</b>		
<b>Fourth Semester</b>		
_____ <input type="checkbox"/> ARTC 2335 - Portfolio Dev. for Graphic Design XX	_____	
_____ <input type="checkbox"/> ARTC 2349 - Art Direction II XX	_____	
_____ <input type="checkbox"/> PHTC 1345 - Commercial Photography XX	_____	
_____ <input type="checkbox"/> Approved Elective XX	_____	
_____ <input type="checkbox"/> Language, Philosophy, and Culture/Creative Arts Elective	_____	
<b>Total Semester Hours: 15</b>		

STUDENT HAS:

Basic Certificate     Advanced Certificate     Associate of Applied Science

\*Although not a requirement, students are strongly encouraged to take EDUC 1100 during the first semester of enrollment.

\*\*CTE related course that may be articulated with high school.

\*\*\*Consult program advisor for proper choice of course.

X Classes need for the Software Basic Certificate; XX Classes needed for the Advanced Certificate.

Approved Electives: ARTV 1371, ENGL 1302, ARTS 1316, ARTC 1359, PHTC 1345, PHTC 2345