

**THE ART INSTITUTE OF FORT LAUDERDALE**  
**COURSE SYLLABUS**

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**Office Location:** Main 426  
**Office Hours:** by appointment

**Course Title:** **Art Direction and Creative Process**  
**Course Number:** **GR4591C**

**Course Description:** The role of the art director in producing multi-faceted design projects is examined. A team environment further enhances leadership, communication, and negotiation skills. Emphasis is placed upon coordinating creative efforts from concept to finished product.

**Prerequisite(s)** MAR3322C, GRA3816C) & (GRA3224C or ADV4601C

**Corequisite(s)** **None**  
**Instructional Contact Hours/** 2 lecture hours + 2 lab hours  
**Credits:** 3

1. Apply advanced concepts of advertising to develop a unified campaign for a community based client.
2. Employ group interaction as part of a "creative team".
3. Develop new methods to successfully generate good ideas.
4. Present advanced techniques to develop ideas into great concepts.
5. Demonstrate the advanced ability to sell concepts to the client through a presentation.
6. Identify and develop specific skills to conduct market research for client
7. Demonstrate an advanced paradigm of rational thinking, problem solving and decision making
8. Exhibit professional behavior and responsibility within the team environment
9. Exhibit solutions in a finished manner suitable for client presentation.
10. Identify and develop individual skills and points of view needed by professionals in the field.

**Instructional Materials and References:**

**Required Textbook(s)**

**Textbook:** Kleppner's Advertising 17<sup>th</sup> Ed  
**Author:** J. Thomas Russell

**Publisher:** Prentice Hall  
**ISBN-10:** 013230829  
**Publication Date:** July 30, 2007

**Suggested Textbooks/ Instructor References:**

**Textbook:** Creativity for Graphic Designers  
**Author:** Mark Oldach

**Publisher:** Northlight Books  
**ISBN:** 158180055X  
**Publication Date:** April 1, 2000

**Textbook:**The Designer's Commonsense Business Book  
**Author:** Barbara Ganim

**Publisher:** F & W Pubs  
**ISBN:** 089134618X  
**Publication Date:** March 1995

**Instructional Methods:**

Discussion, demonstration, critiques, class and studio and take-home projects, group critiques and individual consultation, exam

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**TOPICAL OUTLINE**

- Week 1** LECTURE: Intro to class. Overview of course, discuss class policies. Group discussion on market positioning of products and services. Client presentations. PROJECT #1: Research assignment, brainstorm ideas. Due: Week 2.
- Week 2** LECTURE: Contracts and estimates, brainstorming. Workshop: group brainstorm/thumbs. Successful visual techniques. PROJECT #1: Campaign 1 ideas submitted. Thumbnails and roughs to show idea refinement. Due: Week 3.
- Week 3** LECTURE: Knowing Who the Client Is. The initial client interview STUDIO TIME: Work in class PROJECT #1: Refine roughs for presentation. Share direction of idea with Client. Due: Week 4.
- Week 4** LECTURE: Dealing with Client revisions. Putting it all together. Work in Class. PROJECT#1: Wrap up. PROJECT#2: Color visuals, write copy on computer. Due: Week 5.
- Week 5** LECTURE: The print campaign, presentation. PROJECT #2: Continuation of project development. Present: finished concepts next week.
- Week 6** LECTURE: Client meeting to present initial concept. Lecture: The print campaign cont. Media buying; target market. WORKSHOP: Group art direction. PROJECT #2: Take client suggestions and implement.
- Week 7** LECTURE: Looking beyond the client and processing for information WORKSHOP: Group art direction. PROJECT #3: Refine pieces. Due: Week 8.
- Week 8** CRITIQUE: Present Campaign Piece dry run. WORKSHOP: Group art direction. PROJECT #3: Due: Week 9.
- Week 9** LECTURE: Brainstorming in a Group (Creating a safe haven for group work). WORKSHOP: Group art direction. PROJECT #4: Continue development of ideas. Rough books Due Week 10.
- Week 10** WORKSHOP: Group art direction. PROJECT #4: Final Pieces due for presentation and Marketing Brief. Due: Week 11. Turn in sketch books.
- Week 11** CRITIQUE of PROJECT #4: Group Presentation due. Present White Paper on Campaign.

Syllabus is subject to change.

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**Assessment Criteria and Methods of Evaluating Students:**

<b>Grading Criteria (%):</b>	Project #1	Client-based assignment		
		Concept	50%	
		Execution	25%	
		Presentation	25%	
		Total =	100%	
	Project #2	Client-based assignment		
		Concept	50%	
		Execution	25%	
		Presentation	25%	
		Total =	100%	
	Project #3	Client-based assignment		
		Concept	50%	
		Execution	25%	
		Presentation	25%	
		Total =	100%	
	Project #4	Client-based assignment		
		Concept	50%	
		Execution	25%	
		Presentation	25%	
		Total =	100%	
Project #5	White Paper			
	Concept	50%		
	Execution	25%		
	Presentation	25%		
	Total =	100%		

Professional 40%      Technical 30%                      Design 10%      Concept 20%

<b>Method of Evaluation:</b>	A = 94-100	4.0	C = 74-76	2.0
	A-= 90-93	3.7	C-= 70-73	1.7
	B+= 87-89	3.4	D+ = 67-69	1.4
	B= 84-86	3.0	D = 60-66	1.0
	B-= 80-83	2.7	D-=n/a	
	C+=77-79	2.4	F = below 60	0.0

**Policies** - All policies of the Student Handbook apply to this course. These include, but are not limited to, grading policies, attendance and plagiarism. (SEE ALSO COURSE POLICIES)

**Attendance** - Any student who does not attend class for 10 consecutive calendar days may be withdrawn from school. Absences of more than 9 hours in a 3 hours per week course or 12 hours in a 4 hours per week course constitute failure. Please see the student attendance policy in the student Handbook or the catalog for further information.

**ADA (Americans with Disabilities Act)** - To meet the needs of our students with disabilities and to comply with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act, Title 111, the Art Institute of Fort Lauderdale maintains reasonable accommodations for students with physical and learning disabilities. Students or applicants who would like to request reasonable accommodations should contact the Director of Counseling for The Art Institute of Fort Lauderdale. The Counseling Department is located on the First Floor (1st) of the Main Building. Students with disabilities are encouraged to contact the Counseling Department in advance of the quarter of study when accommodations may be needed.

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**Estimated Homework Hours:** Approximately 4 hours per week

**Technology Needed:** QuarkXPress, InDesign, Photoshop, Illustrator, access to the Internet

**Suggested Periodicals:** Communications Arts Magazine, Coyne & Blanchard, Inc.  
How: Ideas and Techniques in Graphic Design, F&W Publications  
C.M.Y.K. Magazine, Aroune-Freigen Publishing Company  
Print: America's Graphic Design Magazine, RC Publications

**Required Supplemental Materials:** Various color outputs of each piece, CD's, research material, presentation boards.

**Cost:** \$50.00

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**TOPICS:**

1. How to Prepare for Ideas
  - What is the Message?
  - How to think with an open mind
2. Knowing Who the Client Is
  - The initial client interview
  - Looking beyond the client and processing for information
3. What is the message the message (Defining the Objective)
4. How to get ideas: Knowing when and where you get most of your ideas
  - Brainstorming Alone
  - How to record your ideas
  - Start with the obvious then go beyond- combining your ideas
  - Extremes and Opposites
  - Knowing when to walk away
  - Brainstorming in a Group (Creating a safe haven for group work)
  - Creative word and picture play

When you think you have an original idea: The work begins
5. Forming Ideas Into Solutions
  - Editing and evaluating ideas
  - Reviewing the objectives and design Criteria
  - Adding substance to concept
6. Managing Client Expectations
  - Learn how to ask client questions
  - The basics of how to deal with client revisions and contracts

7. What are marketing briefs? (white paper or creative proposal)
8. Learning to art direct others
9. Storyboarding
10. Working under an Art Director at an ad agency
11. The photo shoot

**Additional COURSE POLICIES as needed: (example below)**

Student Responsibilities / Classroom Policies: **Deadlines are essential when dealing with clients.**  
No late work will be accepted for a grade. All digital files must be submitted to instructor.

- **Important Note: There is a possibility that projects will be extended into the next quarter, and the students assigned to the project will have the responsibility to complete that project.**

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Projects presented on time with completion of all preliminary steps.  
Projects completed according to specification including size, mounting, type of final  
Oral explanation/ presentation of projects.  
Creative concept and innovation.  
Experimentation is expected and the degree to which a student explores design possibilities  
is reflected in the grade.  
The difficulty/ complexity of the task performed.  
Overall appearance of the finished piece: the quality of the final art or printed output.

Timely completion of all assignments to include thumbnails and full roughs.  
Development of concept as well as design of layout and execution of final piece.  
Presentation/Craftsmanship of project at a professional level.  
Weekly review of assignments and progress that will create an arena for troubleshooting.  
Continuity of concept through separate forms of media.(billboard, TV, print)  
Participation in all Critiques

**Note:** Any individual has the option to "fire" you. Should you be fired, you will fail the class, however, you do have the option to file a grievance with the instructor (Creative Director). This will be reviewed and presented back to the group where the group decision is final.

Estimated homework Hours: Apx. 4 to 6 hours outside of each class is required to research, concept, develop and implement a viable project.