

Syllabus

Course Description:

This class is about solving business problems by thinking conceptually and using design and art direction to support creative solutions. The students solutions will require research, teamwork and brainstorming.

Students will learn how to develop strong ideas and executions, that are original, aesthetically pleasing and effective.

Please see the **Grading Criteria** document for specifics.

Course Outcome: Students will...

Solve specific marketing problems across all media.

Use design and art direction to both support and enhance their original creative solution.

In Class Exercises: to be completed during class time (between 9-2)
(10% of grade)

These are designed to take 1 hour total.

If an exercise is missed due to absence, it is the student's responsibility to send it completed by the next attended class to Lori.Peck@seattlecolleges.edu.

All (except Week One) exercises are team based, but if you are absent, you are responsible for completing the exercise solo. If your partner is absent, you are responsible for completing it solo on the day of class.

Course projects:
(90% of grade)

Team based

3 team based major projects per quarter:

Bic 4-Color Pens: focuses on conceptual development

Local Yokel: focuses on art direction

Bike Works: focuses on strategic problem solving

Supply list:

The Advertising Concept Book: Think Now, Design Later (Third edition)

Black Sharpie marker

White copier paper

(Or you may use a tablet if that is how you doodle and sketch)

Footnote: if a cat, dog, kid, relative, other human wonders in to the room during class...no big deal! I get it. I have 2 sons so I may dodge a stray Nerf bullet here and there during my lectures... it really can't be helped right now. Let's all be forgiving and try our best.

Fine print: This class conforms with ADA requirements. Please see me if you are in need of accommodations and a solution will be found. Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted.

Such requests must be made in writing within the first two weeks of the quarter.

DES231 Fall Class Schedule 2020 Wednesdays and Fridays

Wednesday Class 1: (9/30) Friday Class 1: (10/2)

Objective: Class Introduction. Problem Solving Basics: research and brainstorming

Bic 4 Color Pen Kick off

In Class Exercise

Wednesday Class 2: (10/7) Friday Class 2: (10/9)

Objective: The importance of the Creative Brief

In Class Exercise

Wednesday Class 3: (10/14) Friday Class 3: (10/16)

Objective: Art directions role in supporting a solution

In Class Exercise

Wednesday Class 4: (10/21) Friday Class 4: (10/23)

Objective: When the solution isn't an ad: Ambient advertising

In Class Exercise

Bic 4 Color Pen Due

Local Yokel Kick off

Wednesday Class 5: (10/28) Friday Class 5: (10/30)

Objective: Interactive Solutions

In Class Exercise

***Election day is 11/3** Wednesday Class 6: (11/4) Friday Class 6: (11/6)

Objective: check in on progress for Local Yokels

No Wednesday Class-Veteran's Day: (11/11) Friday Class 7: (11/13)

Objective: check in on progress for Local Yokels

Wednesday Class 8: (11/18) Friday Class 8: (11/20)

Objective: Integrated campaign + social media supported solutions

Local Yokels Due

Bike Works Kick off

In Class Exercise

Wednesday Class 9: (11/25) **NO Friday Class- Native American Heritage Day** (11/27)

Objective: Teams work to solve Bike Works/scheduled check ins

Wednesday Class 10: (12/2) Friday Class 10: (12/4)

Objective: Teams work to solve Bike Works/scheduled check ins

In Class Exercise

Wednesday Class 11: (12/9) Friday Class 11: (12/11)

Objective: Teams work to solve Bike Works/scheduled check ins

Finals Week:

Tuesday Dec. 15th

Bike Works Creative Presentations

Wednesday Class: 9:00-10:30

Friday Class: 11-12:30