



ADVERTISING & DESIGN IN NEW YORK

COURSE DESCRIPTION

A creative immersion experience for aspiring art directors, copywriters and graphic designers held in the undisputed world capital of the advertising and graphic design industries (NYC). The course features exclusive learning experiences and portfolio reviews with leading advertising agencies, design firms, and brands with in-house creative departments. The class will also facilitate individualized networking opportunities with creative industry leaders, recruiters and SMU alumni living and working in the city.

PREREQUISITES

ADV 2322 CONCEPTING*

Graphic design minors who have successfully completed ADV 1360 and ADV 3323 may also register provided that they have obtained instructor approval based on the strength of their portfolio.

COURSE OBJECTIVES

In this course you will develop and demonstrate an ability to:

1. Identify the world's top advertising agencies, design studios and creative brands.
2. Understand the inner workings of ad agencies, design firms and creative brands, large and small.
3. Appreciate what it takes to live and work in the world's top advertising market.
4. Display and promote creative work in a manner that creates opportunities for professional experience.
5. Communicate and interview with a potential employer.
6. Properly and professionally follow-up on job leads and internship opportunities.

COURSE STRUCTURE

This course is comprised of two components: the first takes place in NYC from MAY 18–25th; the second in DALLAS at SMU on MAY 26th. During the NYC component, students will receive special assignments geared specifically for art directors, designers and copywriters. After returning to DALLAS, the course culminates in a *post mortem* discussion and instruction on how to follow-up on job leads and internship opportunities.

BOOKS: REQUIRED

ADLAND: A GLOBAL HISTORY OF ADVERTISING by Mark Tungate

COMMUNICATION ARTS Advertising Annual – any issue 2012 and newer is acceptable.

PROJECTS / GRADES

The student's final grade will be the sum of the following:

60% Professionalism & Participation

20% Creative Assignment – *Students will help design their own assignment, customized to further their own career plans.*

20% Career Plan – *Write a career plan based on your experience and follow-up with the people you met.*

GRADE SCALE

A+ = 97-100 **A** = 94-96 **A-** = 90-93 **B+** = 87-89 **B** = 84-86 **B-** = 80-83 **C+** = 77-79
C = 74-76 **C-** = 70-73 **D+** = 67-69 **D** = 64-66 **D-** = 60-63 **F** = Below 60

A - Superior achievement, beyond what is required

B - Good scholarship, above average

C - Average, minimum expected

D - Below average, poor performance

F - Failure

GRADING POLICIES

All projects are due on the date and time given. Nothing will be accepted late for grading – period. Additionally, advertising is part art and part science. This entails that the evaluation of such work is a partially subjective exercise. While the grades I assign in this course are, to some degree, expressions of my own professional judgment, they are certainly not given arbitrarily or unfairly. Grading is a responsibility that I take very seriously – a process that is modeled after the kind of critique that is typical in our industry. Please accept evaluations as they are intended: to make you better. If you have further questions or reservations about this grading philosophy, please see me before you decide to stay enrolled in this course.



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ELECTRONIC DEVICES

Cell phones should be turned off when class begins. Laptops should remain closed unless the instructor says otherwise and will only be opened for in-class work. No facebooking, checking email or text messaging. Failure to comply with this rule may result in point deductions or absences at the discretion of the professor. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

OFFICE HOURS

Walk-in availability should not be assumed. Appointments should be scheduled a day in advance via email so that I can block off time for you in my calendar. If you can't meet during regularly scheduled office hours, I will try to work with you to find another time that works for us both.

EMAIL POLICY

Email should only be used for briefly-stated questions that don't require a lengthy response. Email is not a good substitute for office hours. I will do my best to answer emails in a timely manner but, should you not receive a reply to a time-sensitive message, there is no excuse for missing or incomplete work. Get in the habit of checking your SMU email account daily because I will be sending important information out to the class regularly for which you will be held responsible, including schedule and assignment changes.

ATTENDANCE POLICY

Exceptional attendance and punctuality are required and expected in this class and in this profession. Due to the compressed nature of this course, students are not allowed to miss any days or scheduled events (barring verifiable emergencies).

PLAGIARISM

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of this class and may result in disciplinary probation, suspension, expulsion from the University, or revocation of degree.

DISABILITIES

Those needing accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214.768.1470 or visit <http://www.smu.edu/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

CHANGES

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.