



ADV 1360

CREATIVE PRODUCTION

| MARK ALLEN |

| MJALLEN@SMU.EDU |

| OFFICE : ULEE 246 |

| OFFICE HOURS : BY APPT |

the syllabus // The Adobe Creative Suite through a Firehose. //

COURSE DESCRIPTION

Creative Production: 3 HOURS. Students learn the basic principles of advertising design and production in tandem with the use of industry-standard hardware and software, including the Adobe Creative Suite.

COURSE OBJECTIVES

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

1. Skillfully use Adobe Photoshop, Illustrator and InDesign.
2. Properly employ the Adobe Creative Suite as a system, and each program as they are best used on their own.
3. Exercise restraint with special effects and filters because, "Just because you *can*, doesn't mean you *should*."
4. Implement keyboard shortcuts in order to make one's work more efficient and intuitive.
5. Understand and apply basic concepts associated with color theory, typography and design principles.
6. Understand and apply basic concepts associated with file-prep and printing to ensure finished products are true to what was originally envisioned and seen on-screen.
7. Recognize the difference between design *software* and design – the former just another tool in the hands of the artist, the latter the process by which the artist generates compelling ideas and visual form.

COURSE STRUCTURE

This class is primarily structured around assigned studio problems and software tutorials. We will divide our time between lecture, demonstration, online tutorials and in-class work. Students will be required to complete work outside of class for the duration of the semester. Plan to spend (on average) about 10-12 hours a week working outside of class and quite a bit more as we approach the end of the semester.

CLASS PROTOCOL

1. This is not a come-and-go as you please format. Please limit trips to the restroom for emergencies only. Missing 5 minutes in this class can leave you lost for an entire week.
2. When a lecture or demo is in progress, do not work on the computer unless otherwise instructed. It is very important not to jump ahead of lectures and demos even when you are familiar with the subject matter.
3. If you are caught checking your email, surfing the web or working on anything not related to this course during class time you will be counted absent for that day.
4. No headphones or music at workstations during class time unless specified by the instructor.
5. Cell phones should be turned off when class begins. Laptops should remain closed unless the instructor says otherwise. No facebooking, checking email or text messaging during class will be tolerated. Failure to comply with this rule may result in point deductions or the assignment of 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.
6. No food or drinks allowed in the lab, and please leave your virtual and physical spaces clean and tidy.

LINKED IN LEARNING

A text book is not required for this course, but we have a lot of ground to cover and the pace will be really fast. This being the case, it is *highly* recommended that you make use of LinkedIn Learning (formerly Lynda.com) as a supplement to the techniques we will be covering in class. As an SMU student, you have the incredible privilege of having access to the full suite of tutorials, a service that would typically cost hundreds of dollars. Of course tutorials are available for free via YouTube and other websites, but these resources are not typically curated for quality or accuracy. You are just as likely to stumble upon the advice of a skilled professional as you are a 9 year old kid who thinks he's a Photoshop Jedi. The list of required tutorials is included on schedule.

To get started, go to: <https://www.smu.edu/OIT/Services/LinkedIn>

For additional help contact SMU OIT:

help@smu.edu // 214-768-HELP

Lynda Customer Service: 888.335.9632



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SUGGESTED RESOURCES

If you're interested in working as a creative in advertising or graphic design, you must become familiar with who's doing the best work. For this reason, I recommend a 1 year subscription to **COMMUNICATION ARTS** at the student discount pricing of \$39 as opposed to \$24 for single issues. The subscription includes issues dedicated to Advertising, Design, Photography, Typography, Illustration, Interactive and International Design. Go to the following website, select SMU and input "Allen" in the instructor field to receive the discount:

www.commarts.com/student/

MATERIALS

USB drive, 2GB+

The computers in the lab will be equipped with all of the software you will need, but it is advised that you become familiar with other labs on campus that support the Adobe Creative Suite. If you cannot spend adequate time in on-campus labs to finish your assignments and need to work from home, you will probably need to purchase/rent the software for your own personal laptop, though this is not required. If you do purchase the software, you'll want to purchase the *student* version of the software at a deeply discounted rate compared to the professional version.

OFFICE HOURS

Due to the condensed nature of this class, there will be no office hours scheduled outside of class. Feel free to send simple questions via email but more than likely I will respond to questions in class the next day.

GRADE PERCENTAGES

50% Daily Assignments

50% Final Exam

GRADING POLICY

All projects are due on the date and time given. Nothing late will be accepted for grading—period. No exceptions. No negotiations. You are entirely responsible for turning in work on time regardless of your attendance, so get to know your classmates and their contact info. When budgeting your time, plan for screw-ups, corrupted files, typos, computer crashes, color correction, long lines, bad weather and mounting.

Advertising and graphic design are 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.

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 - Fair /Average, minimum expected

D - Below average, poor performance

F - Failure

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.

I do not use Canvas to make class announcements, so get in the habit of checking your SMU email daily because I will be sending important information out to the class regularly for which you will be responsible. And it should go without saying that "checking" your email is not enough if you are not actually *reading* your emails.



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ATTENDANCE POLICY

Roll will be taken at the beginning of every class. If you are late, it is your responsibility to make sure the instructor changes your absence to a tardy before the end of *that* class period. Otherwise, the absence will stand. Do not expect me to send updates or warnings about excessive absences – this is your responsibility, so keep track of your own attendance.

With the exception of absences due to religious holy days and University-sanctioned events as defined and regulated by official SMU policy, there is no distinction in this class between excused and unexcused absences. I will not accept notes or receipts from doctors/nurses, nor will I ask you to provide verification of family emergencies. In fact, you don't have to give me any explanation at all.

Due to the compressed nature of JanTerm courses, you are only allowed one (1) absence which will reduce your final grade by 10 points. Any additional absences will result in an automatic failing grade.

If you are absent, you are responsible for contacting a class member in order to get any information/assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments.

EXCUSED ABSENCES

Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor *prior* to any missed scheduled examination or other missed assignment for making up the work. Religiously observant students wishing to be absent on holidays that require missing class should notify professors in writing at the *beginning* of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence (<https://www.smu.edu/StudentAffairs/Chaplain/ReligiousHolidays>).

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

Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <http://www.smu.edu/Provost/SASP/DASS> to begin the process. Once approved and registered, students will submit a DASS Accommodation Letter to faculty through the electronic portal DASS Link and then communicate directly with each instructor to make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

CHANGES

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