



ADES 1360

CREATIVE PRODUCTION

M/W 1:00-2:20p

| MARK ALLEN | | MJALLEN@SMU.EDU | | OFFICE : ULEE 246 | | OFFICE HOURS : MW / 10:00-11:00; 4:30-5:30* |

the syllabus // *The computer is a tool, not a creativity-machine. //*

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. Properly mount and present work in a way that exhibits craftsmanship and attention to handskills.
8. Recognize the difference between design *software* and design *thinking* – the former just another tool in the hands of the artist, the latter the process by which the artist generates compelling ideas and beauty.

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.

LYNDA.COM TUTORIALS

A text book is not required for this course, but we have a lot of ground to cover in this class and the pace will be really fast. This being the case, you will be required to use Lynda.com as a necessary 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 Lynda tutorials—a service that would typically cost hundreds of dollars. Of course similar 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 designer as you are a 9 year old kid who thinks he’s a Photoshop Jedi. List of required tutorials included on schedule.

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

For additional help contact SMU OIT:

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

Lynda Customer Service: 888.335.9632.



ADES 1360

CREATIVE PRODUCTION

M/W 1:00-2:20p

the syllabus // continued... //

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.commartarts.com/student/

MATERIALS

USB drive, 2GB+

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.

GRADE PERCENTAGES

40% Weekly Assignments
20% Photoshop Skills Test
20% Illustrator Skills Test
20% InDesign Skills Test

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 - 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. 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.



ADES 1360

CREATIVE PRODUCTION

M/W 1:00-2:20p

| MARK ALLEN | | MJALLEN@SMU.EDU | | OFFICE : ULEE 246 | | OFFICE HOURS : MW / 10:00-11:00; 4:30-5:30* |

the syllabus // continued... //

ATTENDANCE POLICY

Exceptional attendance and punctuality are required and expected in this class and in this profession.

You don't get points for simply showing up and you're not considered present if you're just a lukewarm body sitting in the classroom. Attendance in this course is based on whether or not you're contributing to the progress of the class. Everyone is expected to take initiative, actively participate, vocalize opinions, make suggestions and ask questions. Missing or incomplete daily work may result in absences being assigned at the discretion of the professor. In this class, *this* is what it means to "be here."

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.

You are allowed three (3) absences. Good excuse, lame excuse or no excuse, you get three absences – period. Each absence after the third will lower your *final* semester grade by 10 points (e.g., 7 absences = 40 pts off). Every five (5) tardies equals one (1) absence. So, be on time and use your absences wisely.

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

It is the responsibility of students participating in officially sanctioned, scheduled University extracurricular activities 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 their 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. (See University Policy No. 1.9.)

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.