COLLIN COLLEGE

DIVISION OF FINE ARTS

COURSE SYLLABUS

Course Information

Course Number: ARTC 1349

Course Title: Art Direction I

Course Description: Creation of projects in art direction for advertising graphic campaigns for products, services, or ideas. Topics include all campaign procedures from initial research and creative strategy to final execution and presentation of a comprehensive project. Lab required.

Course Credit Hours: 3
Lecture Hours: 2
Lab Hours: 4

Prerequisite~~s~~: ~~ARTC 1305 and ARTC 1325~~ ARTC 1317

Student Learning Outcomes: Upon successful completion of this course, students should be able to do the following:

- Identify aspects involved in a campaign.
  (SCANS: F1, F2, F4, F5, F9, F11, F12, F16, C11, C12, C14, C15, C16)
- Summarize client-related business practices involved in a campaign.
  (SCANS: F1, F2, F4, F5, F7, F9, F11, F12, F16, C1, C2, C3, C4, C11, C12, C13, C15, C16)
- Execute an advertising campaign from thumbnails to presentation.
  (SCANS: F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16, C1, C2, C3, C4, C5, C5, C6, C7, C8 C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, C20)
- Presentations/simulate client/agency interactions.
  (SCANS: F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16, C1, C2, C3, C4, C5, C5, C6, C7, C8 C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, C20)

Secretary's Commission on the Acquisition of Necessary Skills (SCANS)- SCANS skills are a group of foundational skills and workplace competencies that the Secretary's Commission on the Acquisition of Necessary Skills established as vitally important for workplace success in the 21st century. In Collin's workforce programs, the SCANS skills are developed and reinforced throughout the curriculum to provide students with an opportunity to hone these skills/competencies in the context of their education. Over the course of an entire degree program, the successful student is expected to demonstrate all of the SCANS skills and competencies as part of their education. The SCANS Foundation Skills and Workplace Competencies are described at:
http://www.collin.edu/academics/programs/Workforce_SCANS_Skills_Syllabi_Code_Key.pdf

Withdrawal Policy: See the current *Collin Registration Guide* for last day to withdraw.

Collin College Academic Policies: See the current *Collin Student Handbook*

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.