This class is intended for students who are seriously interested in the creative aspects of the advertising business. It provides an opportunity to create portfolio quality designs and copy. You will learn about design theory, imagery selection and computer techniques. You are also expected to perform research, apply strategic thinking and write relevant copy.

Section 1 meets on Mon. & Wed. from 7:00 to 9:20 p.m.
Section 2 meets on Tues. & Thurs. from 3:00 to 5:20 p.m.
Section 3 meets on Mon. & Wed. from 3:00 to 5:20 p.m.

All class sessions will be held in room 189 of the Communication Arts and Sciences building regardless of what the course catalog says.

Ordinarily, attendance is not a problem in this course. As an elective, it is assumed that you enrolled because you are fairly strongly interested in the subject matter. Because of the visual/hands-on nature of design, performance is directly linked to attendance. While I do not believe in penalizing students for absences, I do reserve the right to reward students who attend regularly. On days when I see quite a few empty seats, I take roll and give extra points (up to 5) to those who are present. I am occasionally asked whether I mind if a student skips Adv. 321 in order to attend job interviews or Adv. 486 group meetings or AAF meetings. Yes, I do mind. Don’t do it.

There is no textbook for this course, but there is handout and web material from which many quiz questions are drawn. Lectures are another source of exam questions. There is no written review material for some lectures, so attendance is strongly advised.

My office hours generally are on Friday from 8:00 a.m. to noon. You can always e-mail me or make an appointment outside of office hours. I generally check my mail 2 or 3 times a day. E-mail is the best way to contact me outside of office hours. Often, I can answer questions very quickly that way. More office hours may be added as necessary for completion of exercises and projects. My office is located at 331 Communication Arts Building and the telephone number is 353-5465.

E-mail address: cowles@msu.edu

This class is time consuming!!! And, you are expected to do most of your assignments outside of class time. Students who try to take this course simultaneously with Adv. 486 or who are heavily involved in AAF have great difficulty keeping up. Students who work a lot of hours or have many other time commitments also may do poorly. Since this is one of the main portfolio building opportunities students have in the advertising program, I really hate to see anyone blow it.
Exercises and Projects: Specific written grading criteria exist for nearly all exercises, assignments and projects you will execute. The criteria generally cover such topics as compliance with the assignment instructions, craftsmanship, attention to details (especially with type), esthetic quality and imaginativeness.

All exercises, assignments and projects are due on the dates shown on the Course Schedule. An assignment which is not turned in on the due date will not be accepted*. All assignments must be submitted during class periods. Do not ever shove your work under my office door. It is very likely to be damaged or misplaced if you do.

Tests: There is no midterm or final for this class. There are, however, 6-8 quizzes. The cumulative point value of quizzes is equal to a midterm and final—and is approximately one third of your grade. Quizzes range from 10 - 25 points and may be multiple choice, short answer or essay/logic. A missed quiz may not be made up.*

Grade Scale: Grading in this class is based on the straight percentage scale shown below. You can figure your grade at any time by adding up the total points you received on your assignments and dividing that number by the total points possible. To avoid the possibility of prejudging a student's work on any given project, I do not calculate grades until all assignments and exams have been graded. So, don’t waste your time asking me what your grade is. I won’t know until the end of the semester.

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<th>Points</th>
<th>Grade</th>
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<tr>
<td>90 % or above</td>
<td>4.0</td>
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<td>85 to 89.9 %</td>
<td>3.5</td>
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<tr>
<td>79 to 84.9 %</td>
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<td>72 to 78.9 %</td>
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<tr>
<td>65 to 71.9 %</td>
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<td>58 to 64.9 %</td>
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<td>50.9% or below</td>
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* A student who brings evidence that an absence was for a reason accepted by university policy (i.e.: verification from a physician that you were ill or injured, or evidence that the absence resulted from the death of an immediate family member) may be permitted to turn in late work or make up a quiz.
Materials

Despite the limited nature of the average student's budget, some materials are essential. Other materials may be obtained on an "as needed" basis at various times throughout the semester. Most materials may be purchased at Student Bookstore, MSU Bookstore or Kinkos. The major art supply store in the Lansing area is O'Leary Paint. Its main store is located at 300 East Oakland, Lansing. The Frandor and Brookfield branches of O'Leary's do NOT have appropriate materials.

PURCHASE IMMEDIATELY:

Computer data storage -- You will need to purchase a 3 or more Zip disks for storage of computer material. You can buy 3-packs at most book stores, office supply stores or computer stores. Buy only Mac formatted disks.

Mouse pad -- They are cheap, as little as 50¢ and it's worth purchasing one because the mice in the lab work poorly without them. I purchased pads for the entire lab last year and about a third of them already have walked.

PURCHASE AS NEEDED:

Paper -- A variety of papers are required for this class. For mounting, matte board is required. Black usually is best, but you may use white when a design has a lot of dark areas. Tracing paper is needed for both mounting and other uses. It may be purchased in sheets, rolls or pads. You may need additional colored or patterned papers for your projects. All papers may be purchased as needed.

Adhesives -- Rubber cement is the adhesive of choice for projects. Purchase when needed. Spray adhesives work even better, but generally are a lot more expensive and a lot messier. Glue sticks are NOT appropriate at any time and may ruin your work.

Rubber Cement Pickup -- This is a block of hardened rubber cement that is inexpensive and extremely useful for keeping your work clean and neat. NEATNESS ALWAYS COUNTS IN THIS CLASS.

For cutting -- A good sharp scissors works best for cutting curves and Xacto knife with no. 11 blades MUST be used with a straight edge for cutting straight lines.

Ruler -- C-Thru brand no. GA86 is most helpful. This particular ruler also provides a lot of valuable graphics information. A metal ruler is better to use for cutting with an Xacto knife, but this plastic one will do if you're careful.

White plastic eraser -- This is the only eraser made that removes pencil completely without damaging the surface of the paper. One brand is called Magic Rub. It is WHITE, not pink, green, gray, yellow or translucent... don't let store clerks tell you anything else.