

# ART DIRECTION

ADV 447, SPRING 2018

T/TH 3:30-4:45

**SEAN LABOUNTY**

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4.302 BMC

Office hours @ Spider house W 1-5

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# PREAMBLE

Have you heard the old advertising adage:

"All you need is an idea on a napkin?" ..... Not true.

Yes, you need the big idea, but just as important is the execution, the finish. Making it look good. Making it clean and streamline. Organized and telegraphic. Fresh and Now. Unavoidable and show-stopping. Something people will want to hang on their wall. Because bad ideas can still look good. And yes you will have to work on some bad ideas over your career. It pretty unavoidable.

Art direction is a labor of love, because its hard, hard work. Talent, ideas, style, intelligence all matter but hard work always wins out in the end. I have seen bad art directors become great and award winning by putting in the work day in and day out. And I have seen too many talented people waste away because they are lazy, party too much or feel entitled. So keep a good attitude and keep chopping wood.

But don't get me wrong talent matters, of course. As does style. Some people are lucky and are born with some innate understanding of what is the NOW. Some (very few) have "cool" parents in creative industries that culture their kids. Other grew up in Manhattan or Paris or Tokyo and are swimming in a sea of current and fresh.

But you can still learn it by living it. The best way to be a great art director is be an artist, outside of work / school. Make art everyday. Paint, write, dance, sculpt, film, photograph, make a collage, sew a quilt for all I care. Your home work will be living a life of art. Seeking out new styles and inspirations.

A great art director wears a lot of hats. Basically many different arts. Most importantly is Design. At work almost half of your time will be on the computer designing and comping. Directing photography. Directing Film. Mastering Typography, color, and Composition. The Directing of art that is.

Yes the computer is important but the best art directors still use their hands. Sharpie and a sketch pad is still the best way to think and dream. Scissors and glue. hammer and nail. Whatever you can create with your hands.

All of this must be done inside a certain fence, as in on-brief and to strategy. The right tone and personality for the brand while still being new and own-able. And also being able to sell your ideas to higher ups and clients. Be passionate and make what you love and your passion and love sells it for you. This class should feel like art class. Should be a lot of fun.

# HOW

We only meet 3 hours a week so our time is critical. This will be an important place to learn, share, collaborate and critique work. We all learn from each other. So be critical but positive, passionate and most importantly participate. Work hard and have fun. But don't expect office hours to make up for time and effort missed in class and though out the week.

Passion is not just about excitement, it is about doing the job right. Be on time. Hand projects in on time. Five minutes late is a day late. Late projects are subject to a 50% grade reduction on the first day. and 0% grade on the second day.

We will jump in agency-style. Finding new ideas and thinking across all media platforms. A wide variety of projects: Working with hands. Working with your brain. Some from briefs. Some from the past.

We live in a cool new time. the old cliché advertising of the 80s is dead. New media and therefore new content potential is everywhere. Where art direction can be brave. Where it can be disruptive. Where it can be fresh and stand out.

This class will be part lecture, part studio time and part public critique. Open and honest and yet sometimes painful. But from that pain will come growth and learning. Sometimes you have to fail upwards. Keep trying till you find the right way. We will all work together and help each other think of new ideas and new methods.

## **Student responsibilities:**

1. Students are responsible for all material covered in class and all assigned readings
2. and viewings.
3. Students must complete readings and assignments by the time specified.
4. Check Canvas frequently and make sure your e-mail address is current with the university so that you can receive emails sent through Canvas. It's a student's responsibility to maintain this email address and ensure that it is correct and able to receive messages. Check junk mail too.
5. Any question about grades must be submitted in writing 5 days of when the grade is posted to Canvas.

6. This course upholds the values of the University Policy of Scholastic Dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. for more information consult the Dean of Students website.
7. Technology can be a pain. So plan accordingly. Work posted or handed in late is late, regardless of technology errors, computer crashes, corrupt files, or lack of wifi. I honor the Canvas or Email timestamps, depending on the specified submission format. Forgetting to attach files, or email bounce backs, are not excuses.

# MUSTS

You must do all of these well to complete the class. More specific instruction in class.

## **1. DESIGN CHALLENGES**

Short assignments with (usually) a 1-class turnaround. These assignments are meant to cement concepts that we've discussed in class, and they allow you to experiment and explore on your own. I'll give you the topic, goal, or copy, you'll put something great together.

## **2. TYPOGRAPHY PROJECT**

After studying the history of type and learning how to use type, we will take on an a type only design.

## **3. DESIGN PROJECT**

Using the principles and elements of design learned in class you will build a design system.

## **3. PHOTO PROJECT**

Concept, plan and shoot your own photography idea.

## **4. FILM PROJECT**

Concept, plan and shoot your own short film idea.

## **5. AD POSTERS**

Design motivational posters for other art directors to learn from

## **6. All VISUal SERIES**

All visual poster campaign for a brand

## **7. PARTICIPATE**

Critique. Be critiqued. Do good things. Talk about the work of others. Then do great things.

# RECCOS

I very highly recommend a few selections that should be on every art director' bookshelf. They'll come in handy this semester and beyond. These texts are not required for class.

## BOOKS

GRAPHIC DESIGN: THE NEW BASICS by Ellen Lupton

DESIGNING BRAND EXPERIENCES by Robin Landa

LOGO FONT AND LETTERING BIBLE by Leslie Caraga

DIY DESIGN IT YOURSELF by Ellen Lupton

THINKING WITH TYPE by Ellen Lupton

ENVISIONING INFORMATION by Edward Tufte

DIY DESIGN IT YOURSELF by Ellen Lupton

FLOW: THE PSYCHOLOGY OF OPTIMAL EXPERIENCE by Csikszentmihalyi

DESIGN ANNUALS

PANTONE SWATCH BOOK.

# GRADES

Design history 5%

Design challenges 10%

Typography project 15%

AD Poster series 15%

All visual campaign 15%

Photography project 15%

Film Project 15%

Work Ethic 10%

Attendance and participation are musts. More than two unexcused absences means 10% off your final grade for each additional unexcused absence. remember, projects are due at the be-

gining of class that they're due. One minute late is a day late. You will receive half the credit you would have earned if it were on time. Two days late and it's an automatic zero. Weekend days count as days.

Final letter grades are calculated as follows:

A 93.5 to 100 A- 89.5 to 93.4 B+ 86.5 to 89.5 B 83.5 to 86.4 B- 79.5 to 83.4 C+ 76.5 to 79.4  
C 73.5 to 76.4 C- 69.5 to 73.4 D+ 66.5 to 69.4 D 63.5 to 66.4 D- 59.5 to 63.4 F 0 to 59.4

I curve, I drop the occasional challenge, and I round up final grades. Why? Because I'm a nice guy. That's all the help you get. There are no extra points given because you're "SO CLOSE" to an A, or to passing, or to the Dean of the department. So, don't ask.

# INFO

## University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community. <http://catalog.utexas.edu/general-information/the-university/#universitycodeofconduct>

## Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

## Scholastic Dishonesty Statement

The Department of Advertising has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the College of Communication. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

## Campus Policy on Holy Days:

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

### **Resources for Learning & Life at UT Austin**

The University of Texas has numerous resources for students to provide assistance and support for your learning.

The UT Learning Center: <http://www.utexas.edu/student/utlc/>

Undergraduate Writing Center: <http://uwc.utexas.edu/>

Counseling & Mental Health Center: <http://cmhc.utexas.edu/>

Career Exploration Center: <http://www.utexas.edu/student/careercenter/>

Student Emergency Services: <http://deanofstudents.utexas.edu/emergency/>

Behavior Concerns Advice Line (BCAL): 512-232-5050

### **Use of E-Mail for Official Correspondence to Students**

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your email address. You should check your e-mail regularly and frequently—I recommend daily—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

### **Emergency evacuation recommendations:**

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

Information regarding emergency evacuation routes and emergency procedures can be found at: [www.utexas.edu/emergency](http://www.utexas.edu/emergency)

### **Policy on Campus Carry:**

In the development of the policies adopted by President Fences to comply with the law in a way that prioritizes the safety of everyone on the campus, the concealed carry of handguns is strictly prohibited in my office.

# WHEN

Part of the process of understanding the creation of visual communication in a changing world is that you prepare yourself for uncertainty and surprises. Schedules change daily in our industry. While I will try to maintain the schedule, it is subject to change, depending on class progress. Understand this notion and be professional.

## TUESDAYS

04 SEPT G.A.D.

11 SEPT Design

18 SEPT Design

25 SEPT Design

02 OCT Typography

09 OCT Typography

16 OCT Typography

23 OCT Photography

30 OCT Photography

06 NOV Photography

13 NOV Film

20 NOV Film

27 NOV Film

04 NOV Film

## THURSDAYS

30 AUG Introduction

06 SEPT G.A.D.

13 SEPT Design

20 SEPT Design

27 SEPT Design

04 OCT Typography

11 OCT Typography

18 OCT Typography

25 OCT Photography

01 NOV Photography

08 NOV Photography

15 NOV Film

22 NOV Thanksgiving Day – no class

29 NOV Film

06 DEC Film



# WHO

## **SEAN LaBOUNTY**

seanlabounty@utexas.edu

BMC 4.302

### **Education:**

Bachelor of Arts, Science, May 1997

NYU Film 2003

### **Dimassimo (DIGO)**

1997– 1998 Art Director / Crunch Fitness, Game Shark, Solgar Vitamins

### **Kirshenbaum & Bond**

1998-2002 Art Director / Target, Sony, Hennessy, Moet, Olympics

### **NYU Film / Started Fashion Label / Freelance**

2002-2004 Freelance A.D. for Cliff Freeman, Wieden and Kennedy, SS+K and EVB  
Mohegan Sun, ESPN, Fathead, Michael Jordan

### **Hanft Raboy**

2004-2006 Creative Director / Match.com, Hertz, Chemistry.com

### **Leo Burnett NY**

2006-2007 VP/Creative Director / Global Samsung

### **Young & Rubicam NY**

2007-2011 Creative Director / LG, Land Rover, Dell, Met Life

### **DDB**

2011-2012 Creative Director / NY Lottery, NYC Ballet, Drugfree.org

### **GSD&M**

2012-2014 Creative Director / Southwest, Seton, Jarritos, Walgreen's, PGA

### **McCann**

2014-2015 Creative / Cuervo, Bushmills, Microsoft, Nikon

**Awards:** CANNES LIONS, D&AD, ONE SHOW, CLIOS, AICP, AICP NEXT, NEW YORK FESTIVALS, YGA.