

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the Bachelor of Fine Arts Degree in Professional Photography program is to prepare students for careers in the field of professional photography through a philosophy of "learning by doing." The program is designed to educate all students in basic and intermediate photographic skills through a shared Lower Division. Students develop a creative style and visual problem-solving skills while engaging in specialized market areas and techniques in the Upper Division. The program integrates liberal arts, professional business practices and ethics with a core photography and media production curriculum that prepares students for the creative, business, and technical challenges of a professional photography career.

Program Description

The 120 semester credit Bachelor of Fine Arts in Professional Photography prepares students for careers in the field of professional photography. The cross-platform philosophy combined with the experiential learning provided by professional photographers/ instructors provides a unique and innovative technical education that develops graduates with a creative style and unique visual problem-solving skills. The program combines 75 semester credits of core photography classes, including business course work, and 45 semester credits of general education studies.

Upon Completion of the Professional Photography Program, students should be able to:

- Effectively use contemporary photographic tools. (Visual Literacy, Adept)
 - Effectively use photographic media and asset management software. (Adept)
 - Effectively collaborate to accomplish professional goals. (Collaboration)
 - Develop and implement an effective marketing program. (Problem Solver)
 - Understand professional business and ethics standards. (Ethics)
 - Apply creative and sophisticated visual solutions to the challenges of producing visual media. (Problem Solver, Visual Literacy)
 - Apply effective professional communication skills. (Communication)
 - Develop a lifelong learning pattern. (Adept)
 - Understand the principals of business management. (Problem Solver, Adept)
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Course Title	Art Director's Point of View
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Course Code	ADR291
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Credit Hours	3 Semester
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Contact Hours	3 Hours
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Prerequisites	PTT270 or VJN150 or DES300 or FLM117
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Course Syllabus

Course Type	Lecture
Instructor	TBD
Email	TBD
Telephone	TBD
Term Start/End Date	TBD

Course Description

This course presents the skills of concept, composition, and design of the advertising photograph by introducing the techniques of creating a photograph with knowledge of how the viewer will respond to the image. The importance of color, value relationship, line and tone is stressed. Course activities involve an integration of photography, typography, and graphic design using various media with photography. The importance of meeting a client's specific needs and expectation is stressed.

Learning Objectives

Upon completion of this course the student should be able to:

- Create an image that will influence the viewer in the way intended by the photographer and art director
 - Collaborate with other creative professionals to efficiently and successfully accomplish shared objectives
 - Apply the elements of concept and design to create advertising materials
 - Apply an understanding of viewer response to advertising materials to influence the viewer
 - Integrate photographic, graphic, typographic and color elements to create media that communicates an advertising message
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Required Textbook(s) None

Course Outline

Week 1: Introduction to course requirements. Distribution of printed and digital materials. Assignment. "Type in the Marketplace"

Week 2: Lecture: "A Brief History of Type" Be prepared for test. Lecture: history of advertising industry and the photographer's role in it. Reading assignments given. Critique Week 1 assignment.

Week 3: History of typography. Kerning and tracking of type. Ad layout techniques and application. Positioning a photograph and type headline. Assignment; Type design 6 examples. Critique assignment due. Test – "A Brief History of Type."

Week 4: Concepts of graphic design, positive and negative space vs. white space explored. Reading assignments and report due. Assignment: The Advertising Campaign.

Week 5: Structure of the advertising agency and the role of the photographer in it. Color theory and role of equiluminance in creating successful ads.

Course Syllabus

Week 6: Lecture: “Single Minded Message” Building of the successful ad. Type Design.

Week 7: Page layout; ad grid systems; uses of process, spot and PMS color.

Week 8: Outdoor advertising discussed. Critique and class participation, editing material for student final presentation. Final Critiques.

Week 9: Good advertising. How to write a headline. How to design a visual. “The single minded message”.

Week 10: The television commercial discussed. Critique and class participation, editing material for student final presentation. Final Critiques.

Week 11: Assignment by ad agency art director.

Week 12: Production week – work on projects.

Week 13: Critique of assignment by art director.

Week 14: Submit all work in digital form. In class critique and assessment for building content for the final portfolio.

Week 15: Final print portfolio presentation.

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student’s overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student’s grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
		93–100	A	4.00
		90–92	A-	3.70
Quizzes	5%	87–89	B+	3.30
		83–86	B	3.00
Written Reports	10%	80–82	B-	2.70
Weekly Assignments	60%	77–79	C+	2.30
Class Participation	5%	73–76	C	2.00
		70–72	C-	1.70

Course Syllabus

Final Projects	20%	67–69	D+	1.30
		60–66	D	1.00
Total	100%	0–59	F	0.00

DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or

Course Syllabus

breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

Academic Integrity

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else’s work as one’s own work including images and motion clips. Using work previously submitted for another purpose, without the instructor’s permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one’s own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization’s standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

Course Syllabus

CREDIT ASCRIPTION ADDENDUM

ADR291 Art Directors Point of View - 3 semester credit hours

Type: Lecture

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Create an image that will influence the viewer in the way intended by the photographer and art director
2. Collaborate with other creative professionals to efficiently and successfully accomplish shared objectives
3. Apply the elements of concept and design to create advertising and editorial materials
4. Apply an understanding of viewer response to advertising materials to influence the viewer
5. Integrate photographic, graphic, typographic and color elements to create media that communicates an advertising message.
6. Understand who the influences are in the history of advertising.
7. Create images for editorial spreads that illustrate the written article to tell the story in a unique way.
8. Understand and use the double page spread in magazine editorial solutions.
9. Understand the business best practices for the advertising photographer.

The following indicates the **minimum** number of hours per assignment:

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Stock Photo Usage	8	1,2,3,7
Week 2	Editorial Layout	10	1,2
Week 3	Non Profit Org	10	1,2,3
Week 4	Editorial Layout	10	1,2,4
Week 5	Perception vs. Reality Advertising	10	1,2,3,7
Week 6	No Assignment		
Week 7	No Assignment		
Week 8	Editorial Layout Invoice 1	10	1,2,8,9
Week 9	Editorial Layout	10	1,2,8
Week 10	Painters in Adv	10	1,2,3,6
Week 11	No Assignment		
Week 12	Advertising Assignment	10	1,2,7,
Week 13	Editorial Layout	8	1,2,3,4,5,6
Week 14	No Assignment		
Total		96	