

ADD 440 RESEARCH PROBLEMS

Mondays | 1:30 - 6:00

3rd Floor | The Warehouse

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Office Hours: Mondays (please sign up on the sheet by the faculty offices door),
and by appointment (phone or email!)

OBJECTIVE

This semester is going to be a bit different in terms of how our classes are usually conducted. Scott Herron and I will be switching sections each week, so I will see you every other week, rather than every week.

Having that much time between meetings is both bad and good; it gives you lots of time to procrastinate, or (preferably) more time to do amazing things.

The focus in this class will be digital. You will be working on producing final, portfolio-quality pieces for campaigns and one-shots, depending on your personal focus. By focus, I mean that you will make a conscious decision (if you haven't already) about where you want to work, and the kind of work you want to do. The other task will be to develop and implement a portfolio web site.

PORTFOLIO

Your final portfolio will be due on Tuesday, March 30 at 5:00 pm. Yes, you read that correctly. March. That means you have a lot of work to do between now and then in terms of the pieces you want to include, and the format in which you will present that work. Your portfolio will be reviewed by the Ad Design faculty and professionals to evaluate the concept development, campaign execution and professional execution of your work. Design issues concerning typography, photography or illustration, and layout will be noted. Your book will also be professionally proofread. When you get it back, your responsibility will be to upgrade the quality in all areas noted and make any required corrections before handing it over to be sent to Lubin House on or before Friday, May 7 at 3:00 pm.

WEB SITE

You have already developed a personal “brand” that includes letterhead, envelop, leave behind, and a general site “look.” The site you are going to create will reflect that brand identity. If you want to revisit your original design approach and concept, you will need to re-develop all the pieces you worked on last fall before you can begin your site design.

The content of your site should include a resume, contact information, and a representative sample of your work. While you can use Flash to develop the entire site, I would urge you to think about other ways to approach it as well, just to ensure that you have considered all your options. I anticipate you will be adding and deleting work over time, but the basic site construction should stay the same. You want to be sure that the way you develop it is flexible enough to make changes without having to start from scratch each time.

There are a lot of considerations to think about when designing a professional portfolio site, the most important of which is to make sure that people can really see the work, and read headlines, body copy, and tags. The second (or perhaps tied for first) mandate is that it is easy to navigate in a non-linear way.

CLASS FORMAT

We will meet and work on the third floor of the Warehouse. It is critical that you attend every class. Missing 3 or more classes will earn an “F” for the semester. Classes may begin with a lecture, presentation, or a hands-on exercise each week, followed by one-on-one time to develop portfolio and site assets. It is, therefore, important to be on time to each class so you won’t miss any content, and to stay until the end to make full use of my expertise and support.

You will need a laptop, as we will not be using the teaching cluster. You need the Adobe Creative Suite CS4 Design Premium edition (Illustrator, Photoshop, InDesign, Flash, Dreamweaver, and Fireworks). You may use the open cluster if absolutely necessary. If that is the case, then you will need movable media like a 6GB thumb drive, or an external hard drive.

You must come to class prepared to work. Forgetting movable media, your laptop (or charger!), or any other necessary piece of equipment, or assignment, will result in an absence in attendance.

GENERAL RULES

No cell phones or headphones are to be used during class time - not even during "work time," as I frequently think of something I want to share with the entire class and I don't want to have to shout. If I see you texting, you will be asked to leave and considered absent.

No Internet use for instant messaging or email is allowed during class time, ever. If you have an IM icon flashing on your monitor, you will be asked to leave and considered absent. If you use facebook, twitter, myspace, linkedin, or any other social or professional networking site during the course of class, you will be asked to leave and considered absent.

Here's why it's important to set your "normal" activities aside. When you text, IM, or otherwise engage in non-class activities you are demonstrating a serious disrespect for me and your peers. If you find the class challenging, then being distracted by these other activities is going to hinder your progress in a huge way. I am generally extremely patient, however, if I have to re-explain something multiple times because you were not paying attention, I can get a little testy. You definitely don't want to see that.

You should have a notebook of some sort, an 11" X 14" layout pad, and a variety of markers.

There is no text for this course. There are a lot of good third party books, however. And, the web is a great place to find tutorials on how to do specific things, especially if they are not covered in class (although I suggest you do not use youtube, as the quality of instruction in those is sometimes questionable). Be resourceful!

CONTACT

My office hours are Mondays catch as catch can, and by appointment. Please sign up ahead of time; there should be a sign up sheet by the faculty office door, otherwise, email or phone (or text as long as you aren't in another class!).

I am sometimes online to touch base with students. My screen name is tonitoland. Please IM me if you are having problems. Just let me know who you are since most screen names are always unique and often obscure. I will never IM you first, as I respect your privacy, unless it's urgent.

I can also work with you remotely using Adobe Connect. It's awesome and if you need some one-on-one instruction on the weekend or something, don't hesitate to ask!

If you need to email me for any reason (and please, feel free to contact me this way ANYTIME!) make sure the subject of your email is "ADD 345" so it doesn't get tossed into my junk folder for some reason. Address all email to toni@tatoland.com. Or, feel free to phone. Or text!

ATTENDANCE

It is critical that you attend all classes. Do not make other plans or appointments during class time. Absences are excused only for extreme medical or other special circumstances (requiring documentation from your doctor and/or the Office of Student Services). Failure to provide or make arrangements for the documentation will result in an unexcused absence. If you arrive late, don't participate, are not prepared, or leave early, you will be counted as absent. Three or more absences will result in you earning an "F" for this course. In regards to professional symposiums, conferences or other educational events, excused absences are at my discretion—consult with me prior to making arrangements.

ACADEMIC INTEGRITY

The academic community requires ethical behavior from all of its participants.

For designers, this means that the work you claim as yours must be conceived and developed by you alone.

You are not always expected to come up with new ideas; your thinking may build on the ideas of others. You are expected, therefore, to credit contributions from other sources and to clearly indicate the scope of your own contributions to the design solution. Failure to do so will result in serious consequences, including failing the project, failing the class, or being dismissed from the program.

Academic Integrity is not simply about plagiarism as it relates to written papers. Using objects, materials, and concepts created by another without attribution will also result in consequences.

Using Internet resources can be especially dangerous as it can blur the distinction between one's own work and plagiarism. If a web site is referenced in a project, it must be a verified site, and appropriately cited.

Damaging, manipulating, moving, or deleting another student's work is also an academic integrity violation. Please be very careful in this respect.

When working collaboratively, be honest and clear in your presentation as to which role you played in the final solution.

If you have any questions about a project see me; I can often help you to use the work in a legal, ethical, and appropriate way.

Details regarding the Syracuse University academic integrity policy, and examples of how it may be violated, can be found in the Syracuse University Student Handbooks; or, online at: <http://students.syr.edu/handbook/>

INCOMPLETE POLICY

University policy states: The grade of Incomplete is reserved for exceptional circumstances that prevent a student from completing coursework by the time that grades must be submitted.

Academic Accommodations for Students with Disabilities:

Students who are in need of disability-related academic accommodations must register with the Office of Disability Services (ODS), 804 University Avenue, Room 309, 315-443-4498. Students with authorized disability-related accommodations should provide a current Accommodation Authorization Letter from ODS to me and review those accommodations with me no later than February 1. Accommodations, such as deadline extensions, or extra time for quizzes, are not provided retroactively, so plan for accommodations as early as possible.

