



Illustration Marketing Syllabus

1. Course Information

Summer 2014 Session A
IL4450: Illustration Marketing
T/Th 8:00 am - 1:30 am | Shore 101

3 Credit Hours
Prerequisites: must be a senior in their last term
Corequisite: IL 4990 Illustration Graduation Portfolio

Instructor: Cherish Flieder
Contact Information: cflieder@rmcad.edu
Office & Office Hours: Immediately after class in the Shore Office by Appointment. Also available to assist via email.
Class website: CherishFlieder.com

Required Texts and Materials:

The Graphic Designer's and Illustrator's Guide to Marketing and Self-Promotion by Maria Piscopo
Professional Web Hosting and Unique Domain Name (more direction to come in class)
3-ring binder and clear plastic sleeves
Supplemental articles provided by the Instructor

Other Suggested Reading:

The Perfect Bait by Bobby Chiu – Audio or Paperback (<http://www.theperfectbait.com>)
Starting Your Career as a Freelance Illustrator or Graphic Designer by Michael Flishman
Marketing Illustration by Steven Heller & Marshall Arisman
The Designer's Guide to Marketing & Pricing by Ilise Benun and Peleg Top
I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion by Alyson Stanfield
CSS by Mike McGrath (in easy steps)
Web Design: fifth edition by Sean McManus (in easy steps) ISBN: 978-1-84078-380-3

Important Dates:	May 5	First Day of Classes
	May 7	Last day to ADD/DROP
	May 27 – June 1	Mid-Terms
	June 8	Last Day to Withdraw and receive a grade of W
	June 27	Last Day of Classes

Student Handbook: Please refer to the Student Handbook for detailed policies, procedures, and information about student services and resources.

Department Standards and Institutional Outcomes are located on Digication.

2. Course Description

Today, illustrators strategically advertise their services to clients using a range of new web technologies and traditional marketing modalities. This course enables students to create a professional marketing plan, brand identity and online portfolio that reflects their personal career goals.

Upon successful completion of this course, students will be able to determine which marketing tools are most effective and know how to use them. They will be able to demonstrate a solid understanding of how to leverage offline and online tools, like new media, to drive art buyers to an illustration portfolio website. Students will understand focused methods to present a portfolio online or in person. Finally, students can clearly communicate and implement actionable steps to competitively market their professional illustration services.

3. Course Objectives

At the end of this course, students will:

1. Students will complete a number of in-class exercises, demonstrating understanding of certain marketing, illustration and design techniques.
2. Students will complete a marketing strategy including branding, web portfolio and marketing collateral that they will be able to use immediately upon graduation to compete for illustration jobs.

4. RMCAD Mission

Rocky Mountain College of Art + Design is an innovative, rigorous and community-oriented global learning environment that inspires passion for critical thinking, preparing learners to be forces of change in their industries, communities and the world.

5. Grading Scale Point Distribution, and Percentages

A+	100-99	Extreme dedicated effort, superior results, and progress.
A	98-93	
A-	92-90	
B+	89-88	Dedicated effort, creditable results, progress, strong participation, generally focused and on time.
B	87-83	
B-	82-80	
C+	79-78	Average effort and results, fulfillment of all requirements, little participation, or in-attentiveness.
C	77-73	
C-	72-70	
D+	69-68	Little to no evidence of effort, participation or achievement; or evidence of cheating.
D	67-63	
D-	62-60	
F	59 and below	No evidence of effort, participation, or achievement; or evidence of cheating.

Assignments with Grading, Point Distribution, and Percentages

Assignment	Total Points	Percentage of Total
A1	8	2.05%
Ex1	8	2.05%
Ex2	8	2.05%
Ex3	14	3.59%
Ex4	14	3.59%
Ex5	8	2.05%
Ex6	8	2.05%
Ex7	8	2.05%
Ex8	8	2.05%
Ex9	8	2.05%
Ex10	14	3.59%
Project 1	16	4.10%
Project 2	24	6.15%
Project 3	102	26.15%
Project 4	12	3.08%
Project 5	28	7.18%
Project 6	30	7.69%
Participation	72	18.46%
TOTAL	390	100

6. Department Policies

6.1 *Assignments and Rubrics:* The following assignments contain rubrics for this course. Students will be evaluated for the course based on their completion of the following assignments in accordance with the rubric and course objectives.

(See Course Schedule for Assignments List)

A grade sheet (rubric) will be used to review all projects. Rubrics are used in order to objectively evaluate your performance on certain assignments. You should carefully review the rubrics for each assignment prior to completing the assignment so that you understand the expectations and grading criteria. See rubric definitions spreadsheet here:

<http://spreadsheets.google.com/pub?key=tJN1N99XZuUrtuer2ogkSQ&single=true&gid=0&output=html>

Assignments in this class may be evaluated on all or part of the following criteria:

- * **Quality & Organization of CONTENT**
- * **CREATIVITY**
- * **Visual Composition & DESIGN**
- * **Color & CONTRAST Usage**
- * **Use of TECHNOLOGY & Techniques**
- * **Guidelines, Deadlines & PROCESS**
- * **PRESENTATION**

6.2 *Assessment Policy:* LiveText is an assessment tool used by RMCAD for internal evaluation of curricula and planning. One assignment during the semester will be identified for curricular assessment and must be submitted using LiveText. Assignments uploaded into the system by students will not be disseminated or used for purposes other than assessment. Your instructor will notify you of those assignments. Additional LiveText assistance is available through the Office of Institutional Effectiveness.

As such, each student is required to submit work as directed by the instructor in order to support this process of curricular assessment. Failure to provide work as required jeopardizes individual student success and limits the College's on-going mission to improve the educational opportunities it provides students.

Failure to submit required assignments to LiveText as indicated will result in a grade of F for the assignment.

P3 - Illustration Web Site Portfolio & Blog will be assessed via LIVETEXT

6.3 RMCAD Attendance Policy:

Due to Federal Financial Aid Guidelines, all attendance must be documented. Class meets one/twice a week and each class will last the entire time. Students are required to attend class, to be on time, and to have the required supplies. Students are responsible for keeping track of any missed materials or assignments.

Students are required to participate in class regularly, as consistent attendance offers the most effective opportunity to gain command of the knowledge, skills and aptitudes for the course of study. Excused absences must fall into one of two categories: sanctioned anticipated situations and documented emergency situations. Anticipated situations (e.g., participation in jury duty, religious observances, or military duty) must be submitted in writing as soon as possible but not less than one week prior to the anticipated absence. Emergency absences (e.g., student illness, injury or death of immediate family member) must be documented in writing with supporting evidence by the student to their instructors.

For 8 week STUDIO classes that meet TWICE a week:

Students receive two absences (excused or unexcused) for the semester. On the third absence, students automatically fail the course. Those who arrive fifteen minutes or later after the start of class are counted tardy. Three tardies equal one absence. Responsibility for all missed work is solely the student's.

6.4 Additional Department Attendance Policies:

Leaving the classroom: If you must leave the classroom for an extended period, please inform the instructor. Leaving the class without the instructor's permission, to obtain necessary materials or to do research, or for any reason, is forbidden and *may result in a marked ABSENSE or TARDY* based on the instructor's discretion.

Timely Arrival: You must be in class and prepared to work at the published start of each session. **Continued tardiness is a factor in your class participation grade.** Late arrival disrupts the class, and is unfair to your classmates who managed to arrive on time.

6.5 If an instructor is Late

If the instructor is running late and not in class 15 minutes after the start of class, students should call the Campus Resource Center (CRC) at 303-753-6046. The CRC will coordinate with the department Chair to make arrangements. Remain in the classroom; class is still in-session until the Chair has determined arrangements.

6.6 Campus Closures

Notices of campus closures will be placed on the College's website. In the event that inclement weather, power/utility failure, fire, flood or some other "Act of God" keeps the College from operating, the College's website and voice mail recording will be updated to reflect closures. Students are encouraged to call the CRC at 303.753.6046, and check the website for updates.

6.7 Models in the Classroom

Per course syllabus, instructor direction, and the Code of Conduct, students are required to treat models in a professional and respectful manner. This includes not engaging in lengthy conversations with the model, and making requests in a polite and professional manner. Students should never touch a model. This includes manipulating poses or adjusting costumes. Always ask for help from the instructor, who will obtain permission from the model for adjustments. Unless it is part of the class curriculum and specified in the syllabus and course assignments, students may NOT take photographs or video of models. Students should always check with the instructor before taking photos or video of the model. Violation of this policy will result in disciplinary action detailed in the Student Handbook.

6.8 Accommodations for Students with Disabilities

In compliance with the Americans with Disabilities Act (ADA), and Section 504 of The Rehabilitation Act, the College affirms its commitment to seek to achieve reasonable accommodations for students who have documented disabilities. Prior to admission acceptance, the College will provide general information upon request. Once enrolled, students are responsible for initiating a request for accommodations by disclosing their disability to the Student Disability Services Coordinator and providing the required supporting documentation. The Student Disability Services Coordinator will provide additional information to students requesting accommodations, such as standards for required documentation and specific policies regarding use of accommodations. An individual's needs must be communicated to the Student Disability Services Coordinator before accommodations will be made.

Please note: Students with accommodations must discuss and distribute their Accommodations Letter with faculty. Student Disability Services does not inform your instructors of your accommodations. Further, accommodations will not be considered in place until you share your Accommodation Letter with your instructors.

6.9 Student Learning Center

The Student Learning Center (SLC) offers various resources to assist RMCAD students with their academic success. Peer Tutoring is available free of charge for most courses. Peer tutors are friendly and patient upper level students who reinforce classroom learning, exam strategies, and study skills. Tutoring is available on both an appointment and walk-in basis but appointments are recommended for specialized tutoring. The SLC is located in Tri-Boro near the Library. Hours of operation, as well as numerous online resources, can be found on the SLC section of the Dome under Academic Services. For more information, or to make an appointment, contact us at learning@rmcad.edu or [303-225-8605](tel:303-225-8605).

6.10 Emergency Procedures

If there is a life-threatening emergency, the instructor or a student should call 911 (or 9-911 on a campus phone) directly. Next, notify the Campus Resource Center (CRC) at 303-753-6046, and alert them to the emergency and your location.

6.11 Email and Netiquette

Students are required to use RMCAD email for correspondence, and expected to act in class and online with professionalism, courtesy, respect, and courtesy according to the Code of Conduct. Make sure your emails include a subject line and are written in professional tone with complete sentences.

6.12 Additional Department Policies

Regular breaks will be provided during the class according to the instructor's discretion, only breaks approved by the instructor will be permitted.

Cell Phone interruptions are prohibited. This class, as most others, supports a creative thinking space. Please respect your fellow learners and your instructor by setting your cell phone to "off" or "vibrate" during class. No texting without prior approval from the instructor.

Internet usage will be permitted for research purposes only. Casual, excessive and gratuitous "surfing" will not be permitted.

Food in the classroom: Art materials can be dangerous if ingested, therefore no food or drinks are acceptable in the studio. This is especially true around the computers, where a spilled drink can spell disaster. Pets are not allowed in any of the illustration studios. This is also a college wide policy.

Classroom Behavior: While the department recognizes that relationships among students and faculty should be friendly behavior must be professional and respectful of others. The instructor reserves the right to remove any student from the class for continued disruptive behavior.

Classroom Language: Obscene or suggestive language is offensive to the educational environment, often disruptive and therefore it is inappropriate in the illustration department. Keep a lid on it.

Workspace: In desk studios, do not draw directly on or cut into the green tabletops. Additionally, always clean up your workspace. Be considerate of the students who use these desks after you.

6.13 Communication and Conflict Resolution

(Adapted from the 2013-2014 Student Handbook): If a situation occurs when a student believes they have been treated unfairly or a decision affecting them is unjust or inequitable, they are encouraged to do the following:

1. The student presents the concern to the faculty member with which the issue is of concern after the incident occurs.

2. If the faculty or staff member is unavailable or the student believes it would be inappropriate to contact that person, then the student should present the conflict to the Chair of the department, an Academic Dean, or to the Director of Student Affairs.
3. Whichever party is contacted - the department Chair, the Dean of Academic Affairs, or the Director of Student Affairs- apprises the others of the situation.
4. Student and faculty member, with support from the department Chair, the Academic Dean, and the Director of Student Affairs, will work to resolve the issue.

Not every conflict can be resolved to everyone's total satisfaction, but only through understanding, open communication and discussion of mutual conflicts can students, faculty and staff develop confidence in each other. This confidence is important to the operation of an efficient and harmonious educational environment.

The Chair of Illustration is: Paul Yalowitz, pyalowitz@rmcad.edu

The Deans are: Dr. Samuel Helms, shelms@rmcad.edu and Dr. Linda Lohr, llohr@rmcad.edu

The Director of Student Affairs is: Yves Navant, ynavant@rmcad.edu

5.14 Student Professionalism Statement

Becoming a successful professional artist or designer involves studying, understanding, developing and applying a variety of skills including an attitude and demeanor of professionalism. Professionalism at RMCAD begins by taking responsibility and ownership for the success of your own educational experience. You are expected to conduct yourself in class with respect for your instructors, classmates and in alignment with the requirements of the class.

7. Academic Integrity

7.1 RMCAD Honor Code

As an academic and artistic community, RMCAD seeks to support the development of the highest levels of creativity, growth and learning within each individual. It is our community's belief that this is accomplished by careful, personal transformation effected through the incorporation of academic and artistic integrity, through a focus and attentiveness to process as well as resultant forms and product, and through acknowledging those upon whose work each is informed and inspired.

As citizens of this community each has the right and duty to expect honest and authentic work from self, peers and all others. Further, RMCAD recognizes that this commitment to integrity is the path of discovering one's own creative voice and art. Further, RMCAD recognizes that this commitment to integrity is the path of discovering one's own creative voice and art. Thus, RMCAD holds in high esteem this Honor Code, by which each pledges to abide.

7.2 Ensuring Academic Integrity

Rocky Mountain College of Art + Design is committed to academic integrity. Academic dishonesty includes:

- Cheating
- Plagiarism
- Theft
- Alteration or falsification of academic records
- Violation of any college, state, or federal laws or policies

To commit or assist someone in committing academic dishonesty is grounds for disciplinary action and possible suspension or expulsion from the college. Students who observe or become aware of apparent academic dishonesty should report the matter to faculty or administration.

Plagiarism is a form of cheating. To plagiarize is "to steal and pass off the ideas or words of another as one's own, use a created production without crediting the source, commit literary theft, or present as new and original an idea or product derived from an existing source" (Merriam-Webster's Collegiate Dictionary, 1993). Plagiarism is intellectual theft, a serious academic offense with serious consequences.

Remember that academic dishonesty includes:

1. cheating, which is defined as the giving or taking of any information or material with the intent of wrongfully aiding oneself or another in academic work considered in the determination of a course grade or the outcome of a standardized assessment,
2. plagiarism, which is defined as the act of stealing or passing off as one's own work the words, ideas or conclusions of another as if the work submitted were the product of one's own thinking rather than an idea or product derived from another source, or
3. any other form of inappropriate behavior which may include but is not limited to falsifying records or data, lying, unauthorized copying, tampering, abusing or otherwise unethically using computer or other stored information, and any other act or misconduct which may reasonably be deemed to be a part of this heading

An initial act of academic dishonesty may result in an "F" for the course or assignment, and at the instructor's discretion. Subsequent offenses may result in expulsion from the college. A more detailed discussion is available in the Student Handbook.

Please see the current Catalog for incomplete grade and appeal policy.

PURPOSE OF SYLLABUS: The purpose of a syllabus is to inform students of the goals, activities and specific policies of a class, as well as the student's responsibilities in the learning process. It is the responsibility of the instructor to communicate clearly this information to the students in the beginning of a semester. Since the syllabus is developed by a faculty member before the semester begins, it is considered a planning document and is subject to revisions based on the judgment of the instructor. Class activities, projects and deadlines can be revised, however, the grading and attendance policies cannot. It is the responsibility of a student to fully understand the requirements of the course after such information is presented by the faculty member. Get it? Got it? Good.

8. Course Schedule - Weeks 1 – 8

**Due at the BEGINNING of CLASS, DUE PRINTED (means you need to turn in a printed version in addition to the version on DROPBOX)*

Week		Reading	Topics	Assigned/Working On In Class	DUE (on Dropbox except P6)
Week 1	Tuesday May 6	Get the book and start reading...	Goals Logo Design & Sketching & Learning from Industry Experts Adobe Illustrator VECTOR	<i>Introduction to portfolio website assignment, research portfolio websites and collect 1 good and 1 bad example (urls) and be prepared to explain your rationale on Thursday. Begin sketching website layout ideas.</i>	<i>(This is what you did with Amy, we are going to put this on the back burner until June.)</i>
	Thursday May 8			A1/Audio Presentation Discussion Ex1/Goals P1/Logo P6/Marketing Binder	A1/Audio Presentation Discussion Ex1/Goals
Week 2	Tuesday May 13	Ch 1 & 2 Marketing Message, Find Clients	Logo Design Branding Professional Stationery Design	Ex2/Branding P2/Professional Stationery DOMAINS & HOSTING P1/Logo Refine in VECTOR Black & White	P1/Logo Sketches Present
	Thursday May 15			P1/Logo Refine in VECTOR COLOR P2/Professional Stationery	P1/Logo Black/White Present Ex2/Branding
Week 3	Tuesday *May 20	Ch 3 Client Databases	Artist Statement Client Database Target Audience LinkedIn Other Resources	Ex4/Artist Statement & Services P2/Professional Stationery P1/Logo Refine P6/ Update Marketing Binder	
	Thursday *May 22			Ex3/Database Ex4/Artist Statement & Services P2/Professional Stationery P1/Logo Refine	
Week 4 <i>Midterms</i>	Tuesday May 27	Ch 15 & 8 Marketing Plan, Time & Stress	Marketing Plan Marketing Calendar Time Management DOMAIN NAMES Hosting & cPanel Email Set-Up	Ex5/Marketing Plan Ex3/Database Ex4/Artist Statement & Services P2/Professional Stationery	P1/Logo Final Version DUE PRINTED Ex4/Artist Statement & Services DUE PRINTED
	Thursday May 29			Ex6/Marketing Calendar DOMAINS & HOSTING P6/ Update Marketing Binder Ex5/Marketing Plan Ex3/Database	P2/Professional Stationery DUE PRINTED* Ex3/Database Ex5/Marketing Plan Ex6/Marketing Calendar *DOMAINS & HOSTING SECURED*

Week 5	Tuesday June 3	Ch 6 Portfolio	Web Site Planning Protecting Images Copyright vs. Trademark Gallery/CSS/Plugins Blogging/RSS SEO	Ex7/Site Map & Sketches P3/Website & Blog P6/ Update Marketing Binder	
	Thursday June 5			Ex8/Images for Web Ex9/SEO P3/Website & Blog WORDPRESS - Install Themes, Plugins	Ex7/Site Map & Sketches
Week 6	Tuesday June 10	Ch 4 & 5 Sales Strategy, Promo Materials	Direct Marketing Creative Brainstorm InDesign Portfolio Design Portfolio Formats Q & A HTML/CSS	P5/Direct Marketing P6/ Update Marketing Binder P3/Website & Blog	Ex9/SEO Ex8/Images for Web
	Thursday June 12			P4/InDesign Portfolio P5/Direct Marketing P3/Website & Blog	
Week 7	Tuesday June 17	Ch 9 & 10 Keep Clients Coming, Networking Works	Twitter Facebook Instagram Pinterest LinkedIn Portfolio Sites Shopping Carts Gmail/Email Others...	Ex10/Online Profiles P3/Website & Blog P4/InDesign Portfolio P5/Direct Marketing P6/Update Marketing Binder	
	Thursday June 19			P6/ Finalize Marketing Binder P3/Website & Blog P4/InDesign Portfolio P5/Direct Marketing Ex10/Online Profiles	
Week 8 <i>Finals</i>	Tuesday June 24	Ch 7 Pricing & Negotiation	Final Reviews Marketing and Technical Tips	P3/Website & Blog P4/InDesign Portfolio P5/Direct Marketing P6/ Finalize Marketing Binder Ex10/Online Profiles	P6/ Marketing Binder P4/InDesign Portfolio P5/Direct Marketing Ex10/Online Profiles
	Thursday June 26			P3/Website & Blog	P3/Website & Blog Critique/Celebration