

ART 260 ADVERTISING GRAPHIC DESIGN SPRING 2014 3 units

Instructor: **Bernardo Olmedo** Tuesdays & Thursdays 1:30-3:50 PM email: ofbernart@yahoo.com
Room 2724 email for projects only: projectbox@yahoo.com

GENERAL OBJECTIVE: The student will learn how to create effective advertising graphic design and digital professional artwork with Adobe CS software.

SPECIFIC OBJECTIVES: The student will develop a work methodology, visual investigations, and a verbal and intellectual capacity to discuss and justify and present projects during critiques.

REQUIREMENTS: The student should have drawing knowledge and the capacity to digest given information in order to create a project.

COURSE STUDENT LEARNING OUTCOMES: At the conclusion of the course the student will be able to demonstrate an understanding of advertising graphic design, visual communication skills, intellectual and computer software abilities to solve advertising graphic communication problems. The student will also have attractive art work that could be added to a portfolio. (rubric)

INSTITUTIONAL STUDENT LEARNING OUTCOMES: Students who complete a degree or certificate at IVC will demonstrate competency in these five areas: communication skills, critical thinking skills, personal responsibility, information literacy, and global awareness.

CLASS PROCEDURE:

- 1-The teacher will give lectures and demos.
- 2-The teacher will present to the class a project written description.
- 3-The student will develop visual investigations and he or she will present a minimum of 6 sketches containing the conceptual idea of the project.
- 4-The student will show and discuss the sketches with the teacher, and then he or she will pick a final idea to develop. The teacher should always know what the final idea will be.
- 5-The student will work on the projects during class.
- 6-The projects should be completed and presented punctually to the class on the specified date. All sketches and references should be given to the teacher. All sketches and references count for the grade.
- 7-Each project will be presented on class and will be discussed by the author, the class and teacher.
- 8-Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc.
- 9-Grades will be given by the teacher on each project.

(During lab time the student is allowed to listen music **only** if he is using headphones No student will play music during lectures, demos, or presentations)

EVALUATION CRITERIA: The following aspects will be taken in consideration for the final grade.

1. Class work, homework and participation All students should bring their materials to class in order to work on projects. Participation in class and during critiques will count as well as the good or bad behavior of the student. Respect is a must between all class members.

Class participation, class work, homework, reports and critique participation counts **20%** of the final grade.

2. Exam Towards the end of the session, an exam will be given. The exam value is **30%** of the final grade.

3. Projects Three main aspects will be taken in consideration in order to grade projects; **concept, design, and craft**. Projects equals **50%** of the final grade. (if projects are not sent as jpeg format the student will lose 1 point)

Class participation, homework and project presentation= 20 pts

Exam= 30 pts +

6 projects of 6 points each=36 pts + 1 final project of 14 points= 50 pts

100 pts

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Attendance This is a class where students learn by lectures, demos but also by doing class work.

Attendance at every class is very important. Being absent 4 class sessions without reasonable excuses of absence will automatically cause dropping of the course or an F grade if applicable. Reaching the amount of 3 TARDIES make 1 absence. Leaving early is not allowed, unless it is discussed with the instructor previously. Also leaving early equals one tardie.

COMPUTER EQUIPMENT All students will use the computers only for class purposes, No student is allowed to play, download, erase, add, connect or modify the computer or the programs. Any misuse of the equipment will affect grades or class status. Students may or will have to share computers with other class members.

PLAGIARISM: Cases of plagiarism will be judged according to IVC rules outlined in the general catalog.

DISRUPTIVE STUDENTS: Any student causing class interruptions or interferences not related to class matters will be sent out to meet with Sergio Lopez, Campus disciplinary officer. The student will not return to class without visiting Mr. Lopez, who will apply IVC disciplinary procedures.

LATE PROJECTS: late projects will automatically lose 1 point. In order to prevent misunderstandings it is important that the student keeps all of his or her projects together clean and ready to be revised just if the case is needed. Projects will be in **JPG** format and then sent send to: **projectbox@yahoo.com**

MATERIALS:

Sketchbook

USB jump drive 256MB (saving files in classroom computers is not safe)

Other materials may be needed. The teacher will inform ahead of time about what materials would be needed for each class or project.

REQUIRED TEXTS: Graphic Design Solutions, Robin Landa

RECOMMENDED BOOKS:

Illustrator CS3 for Windows & Macintosh, Elaine Weinmann and Peter Lourekas

Photoshop CS3 for Windows & Macintosh, Elaine Weinmann and Peter Lourekas

Digital Designing, Amy E. Arnston

Designing with Type, James Craig

Notes on Graphic and Visual Communication, Gregg Berryman

CLASS OUTLINE

THEORY

I LAYOUT

II VISUAL IDENTITY

III TYPES OF ADS

IV PACKAGING

V ILLUSTRATING AND THE STORY BOARD

ADOBE ILLUSTRATOR AND PHOTOSHOP

I MODIFYING LINE (STROKES)

II THE GRID, EDITING TYPE, THE BRUSHES AND AIRBRUSH

III VECTORIZING IMAGES, APPLYING FILTERS

IV EDITING TYPE

V ANIMATING GIFS

DISABLED STUDENTS: Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP & S) office as soon as is possible. **DSP&S, Rm. 217, Health**

Sciences Bldg. (760) 355-6312

IMPORTANT INFORMATION

The instructor is NOT responsible for dropping students. If a student needs to drop the course he or she should do it. If the case is applicable failing to drop will result an "F" grade.