IMPERIAL VALLEY COLLEGE

Basic Course Information

Semester:	Spring 2021	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	Jose.olmedo@imperial.edu
CRN #:	20464	Webpage (optional):	N/A
Classroom:	Online	Office #:	Confer Zoom link on Canvas
Class Dates:	February 16 - June 11	Office Hours:	Tue and Th 2:00-3:00pm
Class Days:	Online Asynchronous	Office Phone #:	N/A
Class Times:	N/A	Emergency Contact:	N/A
Units:	3.0	Class Format:	Asynchronous

Course Description

Emphasis on advanced techniques and individualized studies relative to the preparation of a portfolio for use in admittance to a university or professional school or in seeking employment.

Course Prerequisite(s) and/or Corequisite(s)

Graphic Design Art 160

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to: 1. Develop a portfolio of graphic designs suitable for advertising. (ILO2, ILO3, ILO5) 2. Present, discuss and critique designs in a coherent manner. (ILO1, ILO2, ILO3, ILO5) 3. Write a descriptive essay on a contemporary design. (ISLO1, ISLO3, ISO5)

Course Objectives

Upon satisfactory completion of the course, students will be able to: 1. The student will produce two printed pieces that demonstrate an understanding of professional design practices related to typography, production, and printing. 2. The student will create work that demonstrates an advanced understanding of the techniques of indication, presentation, and production as used in the profession of graphic design. 3. The student will complete work that demonstrates an advanced understanding of design theory and composition as it applies to visual communication. 4. The student will utilize group discussion and the critique process to demonstrate an understanding of accepted graphic design terminology and the commercial expressive potentials of the design process.

Textbooks & Other Resources or Links

Graphic Design Solutions, Robin Landa ISBN-13: 978-1337554053
Recommended Books:
Illustrator CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas.
 Photoshop CC: Visual QuickStart Guide, Elaine Weinmann and Peter Lourekas

Course Requirements and Instructional Methods

• Audio Visual • Computer Assisted • Instruction • Demonstration • Discussion • Group Activity • Individual Assistance • Lecture

The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement. Course Grading Based on Course Objectives

CLASS PROCEDURE:

1– The teacher will post on Canvas class content and video/lecture demonstrations.

2– The teacher will present to the class a project written description. Projects will be posted on Canvas modules under assignments.

3– Projects should be completed and presented punctually to the class on the specified date. Sketches and references should be added to the project page on canvas. Students will lose 1 point if they do not attach sketches or references.

4– Each project will be presented in class and will be discussed by the author, the class and teacher in a discussion critique. Presentation counts as part of the grade. The author should talk about his/her, solutions, ideas, creation process, experiences etc.

5– Grades will be posted on canvas.

PROJECTS: Three main aspects will be taken into consideration in order to grade projects; **Concept, Designg, and Craft.** Projects equals **50%** of the final grade. Each project will be posted on Canvas under assignments. The student is responsible to read them and follow the instructions and requirements. For each project the student will create sketches and they should be uploaded too. Not turning in sketches will cause losing 1 point. Late projects **lose 1 point.**

PARTICIPATION IN CLASS (DISCUSSIONS): Students are required to present their projects and also comment on classmates projects too. Other class topics will also be assigned. Participating in discussions counts as participation.

CLASS ACTIVITIES: During the semester the teacher will assign class activities and discussions so the student practices design concepts and or discuss them too.

WRITING ASSIGNMENTS: Students will be required to complete two writing reports. The instructor will post the writing report guidelines under assignments Writing Report.

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

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

Two exams 10 points each--- 20 pts.

Class Activities--- 10 pts.

Participation/Discussions--- 10 pts.

Written Reports (5 points each)---10 pts. **100 points total**

During the semester the student can reach the amount of 100 points or more due to the fact that some extra points will be possible to get in one or two projects.

Grading scale: 90-100 pts=**A**   80-89 pts=**B**   70-79 pts=**C**   60-69 pts=**D**   0-59 pts=**F**

Course Policies

Late Submissions

- Projects can be turned in late. Projects turned in late will automatically lose one point.
- Students can **not** turn in late discussions, class activities, reports and exams.
- Sending Projects or Written Reports in the wrong formats will also lose two points.
- Sending Late Assignments and wrong formats combined lose two points.

Keeping your artwork

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.

Drop Policy

- **During the first week**: Submit the first discussion In order to mark your attendance and secure your spot!
- **Throughout the term**: Submit work regularly to show your active attendance. If you do not submit work for 1 complete module, you may be dropped for non-participation!
- **Deadline** to drop with a "W" Saturday May 15 2021.

Other Course Information

Office Hours will be offered Tuesdays and Thursdays 2:00 to 3:00 pm. Go to Canvas "Office Hours" Module to get the link.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit http://www.imperial.edu/studentresources or click the heart icon in Canvas.

Anticipated Class Schedule/Calendar

Module Week and date	Topic, Assignments	Due Dates and Exams
Module 0 Week 1 February 16-20	Orientation, Syllabus.	**Discussion "A" Due Feb Sat 20**

Module 1 Week 2 February 21-27 Week 3 Feb 28-March 6	The design procedure. Formal elements of two-dimensional Design. Corporate And Visual Identity. Adobe illustrator toolbox, menus and layers, Tracing, Modifying strokes. Logo and mascots.	Pro1 due March Sat 6 Pro 1 Critique/Discuss. due Sun 7 -Turn Class Activity Module1 Due Mar Fri 5
Module 2 Week 4 March 7-13 Week 5 March 14-20	Composition and its purpose, layout and the grid, Book and Magazine covers. Adobe Photoshop toolbox menus and layers, Type tool, Designing with type, Manipulation of text. Creating a collage with Photoshop.	***Written Report 1** Due Mar Sat 13 Pro2 due March Sat 20 Pro 2 Critique/Discuss. due Sun 22 -Turn Class Activity Module2 Due Mar Fri 19
Module 3 Week 6 March 21-27 Week 7 March 28- April 3	Typography, Classification, Anatomy of type. Type as Shapes. Type families. Graphic Design Principles.	Pro3 due April Sat 3 Pro 3 Critique/Discuss. due Sun 4 -Turn Class Activity Module 3 Due Apr Fri 2
Module 4 Week 8 April 4-10 Week 9 April 11-17	The Package Design. Templates. Guidelines. Color Theory.	Pro 4 due April Sat 17 Pro 4 Critique/Discuss. due Sun 18 **Exam 1 April Sat 10** **Discussion "B" Due Apr Thur 15** -Turn Class Activity Module 4 Due Apr Fri 16
Module 5 Week 10 April 18-24 Week11 April 25- May 1	Visualization. Types of Images and image making. Illustrations.	Pro 5 due May Sat 1 Pro 5 Critique/Discuss. due Sun 2 -Turn Class Activity Module 5 Due Apr Fri 30
Module 6 Week 12 May 2-8 Week 13 Maay 9-15	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	Pro 6 due May Sat 15 Pro 6 Critique/Discuss. due Sun 16 ***Written Report 2** Due May Sat 8

		-Turn Class Activity Module 6 Due May Fri 14
Module 7 Week 14 May 16-22 Week 15 May 23-29 Week 16 May 30- June 5 Week 17 June 6-11	Branding, Branding Process, The Portfolio.	-Turn Class Activity Module 7 Due Jun Fri 4 Pro 7 due June Sat 5 Pro 7 Critique/Discuss. due Sun 6 **Discussion "C" Due Thur Jun 10** **Exam 2** Friday June 11.

Subject to change without prior notice