IMPERIAL VALLEY COLLEGE

Basic Course Information

Semester:	SPRING 2022	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	Jose.olmedo@imperial.edu
CRN #:	20216	Webpage (optional):	N/A
Classroom:	801	Office #:	N/A
Class Dates:	February 14 - June 10	Office Hours:	TBA
Class Days:	Tuesdays and Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 2343515
Units:	3	Class Format:	Face to face (On ground)

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. (CSU)

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

Drawing I Art 120, 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.
2. Present, discuss and critique designs in a coherent manner.
3. Write a descriptive essay on a contemporary design.

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
Sixth Edition
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.

Adobe Photoshop and Illustrator software will be provided by the college. The student will access digital programs by using his IVC student account.

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.

CLASS PROCEDURE:

1– The teacher will lecture and give demonstrations.

2– The teacher will present to the class a project written description, each project 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.

Course Grading Based on Course Objectives

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 will automatically **lose 1 point.**

Projects in wrong formats will also automatically **lose 1 point.**

PARTICIPATION IN CLASS (DISCUSSIONS): Students are required to present their projects and also comment on classmates' projects too. Some other class topics will also be assigned by the teacher. 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 discusses 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.

OUT OF CLASS ASSIGNMENTS: The Department of Education policy states that one credit hour is the amount of student work that reasonably approximates not less than one hour of class time.

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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 lose one point.
- 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 a PSD or AI copy of his or her projects ready to be revised just if the case is needed.

Drop Policy

-If students miss three consecutive classes without contacting the instructor, he or she may be dropped.
-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 in an "F" grade.

-**Deadline** to drop with a "W" Saturday May 14 2022.

Anticipated Class Schedule/Calendar

Module Week and date	Topic, Assignments	Due Dates and Exams
Module 0 Week 1 FEB 14 - 19	Orientation, Syllabus.	**Discussion "A" Due Feb Sat 19**
Module 1 Week 2 FEB 21 -26 Week 3 FEB 28 - MARCH 5	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 Th March 3 Pro 1 Critique/Discuss. due Sat March 5 -Turn Class Activity Module1 Due Saturday Mar 19
Module 2 Week 4 March 7-13 Week 5 March 14-19	Composition and its purpose, layout and the grid, Book and Magazine covers. Adobe Photoshop toolbox menus and ayers, Type tool, Designing with type, Manipulation of text.	*Written Report 1** Due Mar Sat 12 Pro2 due March Th 17 Pro 2 Critique/Discuss. due Sat March 19 -Turn Class Activity Module2 Due Mar Sat 19

Module 3 Week 6 MARCH 21 - 26 Week 7 MARCH 28 - APRIL 2	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	Pro3 due Th March 31 Pro 3 Critique/Discuss. due April Sat 2 -Turn Class Activity Module 3 Due Apr Sat 2

Module 4 Week 8 APRIL 4 - 9 Week 9 APRIL 11 - 16	The Package. Templates. Guidelines. Color Theory.	**Exam 1 Tuesday April 12** Pro 4 due Th April 14 Pro 4 Critique/Discuss. due Saturday 16. **Discussion "B" Due Apr Thur 15** -Turn Class Activity Module 4 Due Saturday Apr 16.
Module 5 Week 10 APRIL 18 - 23 Week 11 APRIL 25 - 30	Visualization. Types of Images and image making. Illustrations.	Pro 5 due Thursday April 28 Pro5 Critique/Discuss. due Sat April 30 -Turn Class Activity Module 5 Due Saturday Apr 30.
Module 6 Week 12 MAY 2 - 7 Week 13 MAY 9 - 14	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	Pro 6 due Thursday May 12 Pro 6 Critique/Discuss. due Sat 14 ***Written Rep. 2** Due May Sat 14 -Turn Class Activity Module 6 Due Saturday May 14.
Module 7 Week 14 MAY 16 - 21 Week 15 MAY 23 - 28 Week 16 MAY 30 - JUNE 3 Week 17 JUNE 6 - 10	Branding, Branding Process, The Portfolio.	**Exam 2** Thursday June 2. **Discussion "C" Due Sat Jun 4** -Turn Class Activity Module 7. Due Saturday June 4. Pro 7 due Thursday June 9. Pro 7 Critique/Discuss Friday due Saturday June 10.

Subject to change without prior notice