



IMPERIAL VALLEY COLLEGE

## Basic Course Information

Semester:	Spring 2024	Instructor Name:	Jose Bernardo OLmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	jose.olmedo@imperial.edu
CRN #:	20216	Webpage (optional):	N/A
Classroom:	802	Office #:	N/A
Class Dates:	12 Feb 24 - 7 Jun 24	Office Hours:	TBA
Class Days:	Tuesdays & Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 234 3515
Units:	3.0	Class Format/Modality:	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:

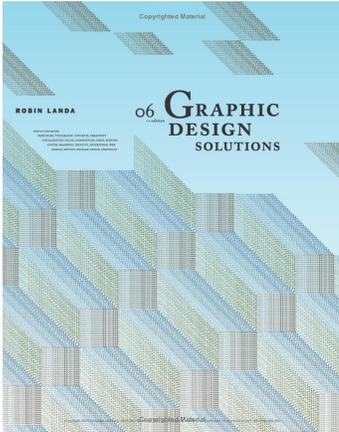
1. Develop a portfolio of graphic designs suitable for advertising.
2. Present, discuss and critique designs in a coherent manner.
3. Write a descriptive essay on a contemporary design.

## 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 class is face to face, but all students will be using Canvas for multiple class matters. Students are responsible for checking the class canvas page and to upload homework assignments, projects, etc.

2–The teacher will post on the class Canvas page, class content, video/lecture demonstrations and assignments.

3– For each module, the teacher will present to the class a project written description, each project will be posted on Canvas modules under assignments.

4– Projects should be completed, uploaded to the class canvas page 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. If projects are not able to be seen they will not be graded.

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

6– Grades will be posted on canvas.



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**MATERIALS:** Sketchbook (paper or digital), Memory to store projects, external USB or google drive. Digital camera Cell phone camera is an Ok, Laptop or PC, Chromebooks do not work. Some projects might need to be printed.

### Course Grading Based on Course Objectives

**PROJECTS:** Three main aspects will be taken into consideration in order to grade projects; **Concept, Design, 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.

**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)-----	10pts.
<b>100 points total</b>	

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    70-79pts=C    60-69 pts=D    0-59 pts=F**

### Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by



your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

## Course Policies

All students will use CANVAS. Class content, Project, homework instructions and announcements will be published on CANVAS. It is the responsibility of the student to log in often.

**DISABLED STUDENTS:** Students with a documented disability should notify the instructor about their needs so they can complete the class with no obstacles.

### CLASS RULES:

- Respect between all class members will prevail.
- At any time, disrupting students will be asked to leave the classroom.
- The instructor will penalize any action according to his criteria by taking away points from any student or students under Participation and criteria.
- Plagiarism will be judged according to IVC rules. Late Submissions
- 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. Disabled students Students with a documented disability should notify the instructor about their needs so they can complete the class with no obstacles.

### LATE SUBMISSION AND LOSING POINTS:

- Projects turned in late will automatically lose one point.
- Students cannot 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.
- Students cannot turn in late discussions and class activities.
- Sending Projects or Written Reports in the wrong formats lose one point.
- Not turning in sketches will cause losing 1 point.
- Sending late assignments and wrong formats combined lose two points.

**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.**

**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. Keeping your artwork In order to prevent misunderstanding.**

**ABSENCES:** Missing four class periods will cause the loss of one point. Also three tardies will make the student lose one point.

**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 11 2024.**

## 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 FEB 12 - 17	Introduction to Class, Syllabus.	Discussion "A" Due Feb Sat 17
Module 1 Week 2 FEB 18 -24 Week 3 FEB 25 - MARCH 2	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.	-Class Activity 1 Mod. Due Fri Feb 1 <b>Pro1 due Sat March 2</b>
Module 2 Week 4 MARCH 3 - 9 Week 5 MARCH 11 - 16	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.	<b>Pro 1 Crit/Discus Tue March 5</b> -Class Activity Mod. 2 Due Fri Mar 15 Written Report# 1 Fri March 15 <b>Pro 2 due Saturday March 16</b>
Module 3 Week 6 MARCH 17 - 23 Week 7 MARCH 24 - 30	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	<b>Pro2 Crit/Discuss. due Tue March 19</b> -Class Activity Mod. 3 Due Fri Mar 29 Pro 3 due Saturday March 30
Module 4 Week 8 MARCH 31 - APRIL 6 Week 9 APRIL 7 - 13	The Package. Templates. Guidelines. Color Theory.	<b>Pro 3 Crit/Discuss April 9</b> Discussion "B" Due Thu Apr 11 -Class Activity Mod. 4 Due Apr Fri <b>12 Pro 4 due Sat Apr 13</b>
Module 5 Week 10 APRIL 14 - 20 Week 11 APRIL 21 - 27	Visualization. Types of Images and image making. Illustrations.	<b>Pro 4 Critique/Discuss Apr 16</b> -Class Act/Disc. Mod. due 5 Fri 26 <b>EXAM #1 Tue Apr 23</b> <b>Pro 5 due Sat Apr 27</b>
Module 6 Week 12 April 28 - May 4 Week 13 MAY 5 - 11	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	<b>Pro 5 Crit/Discuss Tue Apr 30</b> Written Report 2 due Thu Apr 2



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		-Class Act Mod 6 Due May fri <b>10 Pro 6 due Sat 11</b>
Module 7 Week 14 MAY 12 - 18 Week 15 MAY 19 - 25 Week 16 MAY 26 - MAY 31 Week 17 JUNE 1 - 7	Branding, Branding Process, The Portfolio.	<b>Pro 6 Crit/Discuss Tue May 14</b> <b>Exam 2 Thu May 23</b> Discussion "C" Due Sat June 2 <b>Final Pro 7 due Crit/Discu</b> <b>Thu June 6</b>

**\*\*\*Subject to change without prior notice\*\*\***