



Basic Course Information

Semester:	Winter 2025	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design Art 160	Email:	jose.olmedo@imperial.edu
CRN #:	15250	Webpage (optional):	N/A
Classroom:	802	Office #:	N/A
Class Dates:	Jan. 2 – Feb. 3	Office Hours:	N/A
Class Days:	Monday through Friday	Office Phone #:	N/A
Class Times:	6:00 - 9:45	Emergency Contact:	(760) 234 3515
Units:	3.0	Class Format/Modality:	In Person

Course Description

TEmpphasis 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 presentation for employment in the field or to a client for freelance work. (LO1, ILO2, ILO3, ILO5) 2. Present, discuss and critique work in a coherent manner. (ILO1, ILO2, 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 black and white and/or color advertisements, and collateral and related designs that demonstrate the development of technical skills in the use of felt tip pens and markers, technical pens and comprehensive materials.
2. The student will demonstrate an understanding of theories and techniques of design and composition through the use of positive and negative shape relationships, grid systems, symmetrical and the visual elements.
3. The student will develop trademarks and/or logos that reflect an ability to create and implement effective graphic symbols.
4. The student will demonstrate a basic vocabulary related to graphic design, typography, production and printing in exams or essays and during class critiques and discussions.
5. The student will utilize the class critique process to demonstrate an awareness of presentation techniques and an ability to communicate graphic design concepts.
6. The student will demonstrate the ability to define, analyze and solve problems in visual communications through assignments stressing concept development, interpretation of limited parameters, and interpretation of written instructions and visual solutions.
7. Working independently and in team situations, the student will demonstrate concept visualization and execution of a graphic design product.
8. The student will learn concept development as it relates to digital and time-based art.



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Textbooks & Other Resources or Links

Graphic Design Solutions, Robin Landa ISBN-13: 978-1337554053

Course Requirements and Instructional Methods

INSTRUCTIONAL METHODS:

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

CLASS PROCEDURE:

1-The student will follow each module's content, listen to lectures and instructions.

2-The teacher will present to the class a project written description, each project will be posted on canvas.

3-The student will develop visual investigations and he or she will provide sketches containing the conceptual idea of the project.

4-The student will stick to the sketch idea created and will create the project

5-The projects should be completed and presented punctually to the class on the specified date, All sketches and references should be provided to the teacher. All sketches and references count for the grade. 6-Each project will be presented in class and will be discussed by the author, the class and teacher in a critique. 7-Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc. 8-Grades will be given by the teacher on each project. Out of Class Assignments: 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. MATERIALS. The student should have the following materials: • Sketchbook or tablet to sketch. • Computer or laptop to work at home with both Adobe Illustrator and Photoshop. Chromebooks may not work. • Scanner or cell phone camera. • Adobe Illustrator and Photoshop will be provided by IVC. Students will access the programs using their school credentials. What if you need to borrow technology? 1. To request a loaner laptop, or other electronic device, please submit your request here: <https://imperial.edu/students/student-equity-and-achievement/>

Course Grading Based on Course Objectives

- Class Activities and discussions = **24 points**
- Written Essay Report, = **10 points**
- Exam= **10 points**
- Class and Canvas Participation. During class sessions and project presentations 3 pts. Canvas participation replying to classmates projects and Discussions 3 pts= **6 points**
- Projects, five, ten points each= **50 points**

100 points total

Grade scale based on points A=90-100 B=80-89 C=70-79 D=60-69 F=59-0



PROJECTS Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft. Projects equals 50 Points of the final grade.

PROJECT RUBRIC

CRITERIA	GOOD	AVERAGE	POOR
CONCEPT 3 Points maximum	The student created a project following the exact concept idea established on the project document description. (3 points)	The student missed or omitted the concept idea established in the project document description. (2 points)	The project does not communicate the concept idea established in the project document description. (1 point)
DESIGN 4 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines established on the project document description were followed. Form and function works very well. The design solution is good. (4 points)	The project displays some graphic design elements and principles that communicate the concept. Some guidelines established on the project document description are missing. Form and function communicate the concept. Design solution is sufficient (3 points)	The project displays weak graphic design elements and principles. Guidelines established on the project document description are missing. Form and function barely communicate the concept. Design solution is insufficient. (2 points)
CRAFT 3 Points maximum	There are no pixelated images or empty spaces in the project. The images or text are centered and are not touching the edges of the document. The design software was correctly used. The project looks clean and professional. (3 points)	There are no pixelated images. Some Images or text are close to the edges of the document. The design has some empty spaces. The use of the software is appropriate. The project looks good, but can be improved. (2 points)	The project looks pixelated. Images or text are too close to the edges of the document. The design has either empty or crowded areas. The use of the software is poor. The project needs improvement. (1 Point)

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.



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Accessibility Statement

Imperial Valley College is committed to providing an accessible learning experience for all students, regardless of course modality. Every effort has been made to ensure that this course complies with all state and federal accessibility regulations, including Section 508 of the Rehabilitation Act, the Americans with Disabilities Act (ADA), and Title 5 of the California Code of Regulations. However, if you encounter any content that is not accessible, please contact your instructor or the area dean for assistance. If you have specific accommodations through **DSPS**, contact them for additional assistance.

We are here to support you and ensure that you have equal access to all course materials.

Course Policies

- Respect between all class members will prevail all time.
- Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.
- Cell phones and other electronic devices must be put away during class, unless otherwise directed by the instructor.
- Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed.
- Students can step out of the classroom when needed. The time should be short and reasonable.

LATE SUBMISSIONS

- Projects can be turned in late, but they automatically **lose one point**.
- The student can not turn in late discussions, class activities and comments.

CRITERIA FOR LATE SUBMISSIONS

- If projects are not uploaded as PDF or the format stated by the instructor, the student will **lose two points**.
- Projects without sketches **lose 1 point**.
- All criterias combine.

Other Course 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 in an "F" grade. The deadline to drop with a "W" is **Saturday JAN 25th 2025**.

Financial Aid

Your Grades Matter! In order to continue to receive financial aid, you must meet the Satisfactory Academic Progress (SAP) requirement. Making SAP means that you are maintaining a 2.0 GPA, you have successfully completed 67% of your coursework, and you will graduate on time. If you do not maintain SAP, you may lose your financial aid. If you have questions, please contact financial aid at finaid@imperial.edu.

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

CLASS OUTLINE (Content, Activities, Discussion, Projects and Due dates)

Week 1 Jan 2nd to Sun 5th

Module 0 Orientation Class procedure,

-Discussion A due Jan Friday 3rd

-Activity #1 due Fri Jan 3rd

Module 1

Defining Graphic Design and the design procedure, Formal elements of two-dimensional Design.

Pictogram definition and applications. Adobe illustrator intro to toolbox, menus and layers, etc.

Project #1 due Sat Jan 4th

Comment peers Project #1 Sun Jan 5th

Week 2

Jan Mon 6-Sun 12th

Module 2 GD Principles, Composition and Layout, Collage, Typography, Anatomy of type, Designing with Type alignment. Classification of letterforms. Intro to Photoshop. Adobe Photoshop intro to toolbox menus and layers, etc.

Present Project #1 Mon Jan 6th

Activity #2 due Wed Jan 8th

Project #2 due Sat Jan 11th

Comment peers Project #2 Sun Jan 12th

Week 3 Jan Mon 13th-Sun 19th

Module 3 The Package, Color Theory.

Present Project #2 Mon Jan 13th

Activity #3 due Wed Jan 15th

Project #3 due Sat Jan 18th

Comment peers Project #3 Sun Jan 19th

Week 4 Jan Monday 20th-Sun 25th

Jan Monday 20th Martin L. K. Jr day (No Class)

Module 4 Motion, Animated ads, Color Meanings. Type of Images, The Storyboard

Present Project #3 Tuesday Jan 21st

Activity #4 due Wed Jan 22th

Discussion B due Thursday Jan 23th

- Written Report Due Sat Jan 25th

Project #4 due due Jan Saturday 25th

Comment peers Project #4 Sun Jan 26th

Week 5 Jan Mon 27th- Mon Feb 3rd

Module 5 Visual Identity and Branding, Color in Branding, The Portfolio, Promotional items & Mockups.

Present Project #4 Mon Jan 27th

Discussion C due Wed Feb 30th

Activity #5 due Wed Jan 29th

-Exam Jan Thursday 30th

Project #5 due Sat Feb 1st

Comment peers Project 5 Sun Jan 2nd

Present Project #5 Mon Feb 3rd



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