



IMPERIAL VALLEY COLLEGE

Basic Course Information

Semester:	SPRING 2026	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	ART 260 Advertising Graphic Design	Email:	jose.olmedo@imperial.edu
CRN #:	20216	Webpage (optional):	N/A
Classroom:	802	Office #:	Building 2800 (Art Gallery)
Class Dates:	Feb 17- June 12	Office Hours:	Mon 11 am-2 pm
Class Days:	Tuesdays and Thursdays	Office Phone #:	Ext. 6351
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 presentation for employment in the field or to a client for freelance work.
2. Present, discuss and critique work in a coherent manner.
3. Write a descriptive essay on a contemporary design.

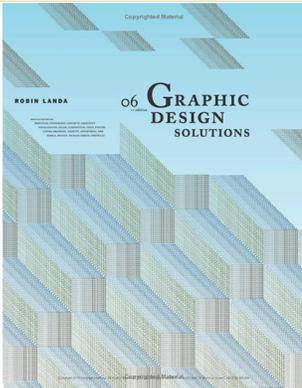
Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. The student will produce black and white and/or color advertisements, and collateral and related designs that demonstrate the development of technical skills in the use of Adobe Design Softwares
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, Graphic Design elements and Principles.
3. The student will develop trademarks and logos reflecting 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.

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 Adobe digital programs by using his IVC student account.

Course Requirements and Instructional Methods

Welcome to my Art 260 Advertising Graphic Design class. In this class you will gain valuable graphic design knowledge and we will create several projects with different materials. I hope your experience at IVC and in this class is positive and enriching for your education and your future.

- 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.

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.** Each project will be posted on Canvas. 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. No projects will be turned in as links.

Graphic Design Art 260 Project Rubric

	GOOD	AVERAGE	POOR
CONCEPT 2 Points maximum	The student created a project following the exact concept idea established on the project document description. (2 points)	The student missed or omitted the concept idea established in the project document description. (1 points)	The project does not communicate the concept idea established in the project document description. (0 point)
DESIGN 2 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines established on the project document descriptions were followed. Form and function works very well. The design The solution is good. (2 points)	The student missed or omitted the concept idea established in the project document description. (1 points)	The project does not communicate the concept idea established in the project document description. (0 point)
CRAFT 2 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines established on the project document descriptions were followed. Form and function works very well. The design The solution is good. (2 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 appropriated. The project looks good, but can be improved. (1 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. (0 point)

PARTICIPATION IN CLASS DISCUSSIONS AND ACTIVITIES: Students are required to present their projects during class critiques, comment/reply on classmates' projects too. Participating in discussions also counts as participation. During the semester the teacher will assign class activities and discussions so the student practices design concepts and discusses them too. Canvas registers your activity **(Tree stars in canvas equals six points)**. The **four** remaining points will be earned to student participation during class.

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.

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-----	50pts.
Two exams 10 points each -----	20 pts.
Class Activities -----	10 pts.
Participation Canvas & Classroom -----	10 pts.
Written Reports(5 points each) -----	10pts.
	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.

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

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

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.



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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.
- 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 16 2026.**

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

Module Week and date	Topic, Assignments	Due Dates and Exams
Module 0 Week 1 FEB 17 - 21	Introduction to Class, Syllabus, Discussion "A"	Discussion "A" Due Sat Feb 21
Module 1 Week 2 FEB 22 - 28 Week 3 MARCH 1 - 7	Defining Graphic Design. 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.	Act 1 Fri 7 <u>Pro1 due Sat March 7</u>
Module 2 Week 4 MARCH 8 - 14 Week 5 MARCH 15 - 21	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. Graphic Design Principles.	Pro1 Crit/Discuss March Tue 9 Act 2 Fri March 13 Written Report #1 Fri March 13 <u>Pro2 due Sat 21</u>
Module 3 Week 6 MARCH 22 - 28 Week 7 MARCH 29 - APRIL 4	Typography, Anatomy of type. Classification of letterforms, Type as Shapes.	Pro2 Crit/Discuss Tue March 23 Act 3 Fri March 27 <u>Pro3 due Sat 4</u>
Module 4 Week 8 APRIL 5 - 11 Spring Break Week 9 APRIL 12-18	Visualization. Types of Images and image making. Illustrations. Live trace.	Pro 3 Crit/Discuss Tue April 7 Act 4 Apr 9 -EXAM 1 Th Apr 16 <u>Pro 4 due Sat Apr 18</u>
Module 5 Week 10 APRIL 19 - 25 Week 11 APRIL 26 - MAY 2	The Package. Package templates. Color Theory. The Guidelines.	Pro 4 Crit/Discuss Tue Apr 14 Act 5 Fri Act 24 Discussion "B" Due Sat Feb 25 <u>Pro 5 due Sat May 2</u>
Module 6 Week 12 MAY 3 - 9 Week 13 MAY 10 - 16	Motion. Motion Aesthetics. Animated Identity. The Storyboard. Color Meanings.	Pro 5 Crit/Discuss Tue May 5 Written Report #2 due Fri May 8 Act 6 Fri May 8 <u>Pro 6 due Sat May 16</u>



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Module 7 Week 14 MAY 17 - 23 Week 15 MAY 24 - 30 Week 16 MAY 31 - JUNE 6 Week 17 JUNE 7 - 12	Branding, Branding Process, The Portfolio.	Pro 6 Crit/Discuss Tue May 19 -Exam 2 Thursday May 21 Act 6 Discussion "C" Due Fri May 29 Act 7 Fri June 5 <u>Pro 7 due & Crit Th June 11</u>
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*****Subject to change without prior notice*****