

## Advertising Graphic Design Art 260

### Basic Course Information

Semester	<b>Fall 2015</b>	Instructor's Name	<b>Jose B. Olmedo</b>
Course Title & #	<b>Advertising Graphic Design Art 260</b>	Instructor's Email	<a href="mailto:ofbernart@yahoo.com">ofbernart@yahoo.com</a> <a href="mailto:jose.olmedo@imperial.edu">jose.olmedo@imperial.edu</a>
CRN #	<b>10468</b>	Webpage (optional)	
Room	<b>2724</b>	Office (PT Faculty:809)	N/A
Class Dates	<b>8/17/2015 – 12/11/2015</b>	Office Hours (n/a for PT Faculty)	N/A
Class Days	<b>Tuesdays and Thursdays</b>	Office Phone # (PT may use dept. number)	N/A
Class Times	<b>09:40-12:20pm</b>	Who students should contact if emergency or other absence	<b>Toni Gamboa</b> <b>760. 355. 6378</b>
Units	<b>3 units</b>		

### Course Description

This is an intermedia class in graphic design, with an emphasis on communicating visual advertising commercial concepts through the use of traditional graphic design means (thumbnail sketches, comprehensive layouts, typography, and presentation skills) (CSU)

### Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

- Develop portfolio of graphic designs suitable for presentation for employment in the field or to a client for freelance work. (LO1, ILO2, ILO3, ILO5)
- Present, discuss and critique work in a coherent manner. (ILO1, ILO2, ILO5)
- 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 Adobe Photoshop and Illustrator programs and comprehensive materials. 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 and visual identities that reflect an

ability to create effective advertising graphic design projects.

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.

### **Textbooks & Other Resources or Links**

Graphic Design Solutions, Robin Landa ISBN-13: 978-0-495-57281-7

**RECOMMENDED BOOKS:** Designing with Type, James Craig

Notes on Graphic and Visual Communication, Gregg Berryman

Illustrator CS 3 for Windows & Macintosh, Elaine Weinmann and Peter Lourekas

Photoshop CS 3 for Windows & Macintosh, Elaine Weinmann and Peter Lourekas

### **Course Requirements and Instructional Methods**

Audio Visual

Computer Assisted Instruction

Demonstration

Discussion

Group Activity

Individual Assistance

Lecture

Two (2) hours of independent work done out of class per each hour of lecture or class work, or 3 hours lab, practicum, or the equivalent per unit is expected

### **CLASS PROCEDURE:**

- 1-The teacher will give lectures and demos.
  - 2-The teacher will present to the class a project written description, each project will be posted on blackboard.
  - 3-The student will develop visual investigations and he or she will present a minimum of 6 sketches containing the conceptual idea of the project.
  - 4-The student will show and discuss the sketches with the teacher, and then he or she will pick a final idea to develop. The teacher should always know what the final idea will be.
  - 5-The student will work on the projects during class lab time.
  - 6-The projects should be completed and presented punctually to the class on the specified date, All sketches and references should be given to the teacher. All sketches and references count for the grade.
  - 7-Each project will be presented on class and will be discussed by the author, the class and teacher.
  - 8-Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc.
  - 9-Grades will be given by the teacher on each project.
- (During lab time the student is allowed to listen music **only** if he is using headphones. No student will play music during lectures, demos, or presentations)

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

**Course Grading Based on Course Objectives**

**Required Information—discretionary language**

**This section is where faculty would list their grading practices and grading scale, including point values and totals. Consider adding: final grade calculation, rubrics, late assignments, and other grading practices.**

1. Development of technical skills	20,00 %
2. Theories of design and composition	20.00 %
3. Creation of symbols	15.00 %
4. Basic thematic vocabulary acquisition	10.00 %
5. Techniques of critique to communicate graphic design concepts	10.00 %
6. Definition, analysis, and resolution of problems in visual communication	15.00 %
7. Concept visualization and execution	10.00 %
TOTAL	100%

**1. Class work, homework and participation All students should bring their materials to class in order to work on projects.** Participation in class and during critiques will count as well as the good or bad behavior of the student. Respect is a must between all class

members.

Class participation, class work , homework, reports and critique participation equals **20%** of the final grade.

2. **Exams** A mid term and a final exam will be given. The two exam value is **30%** of the final grade.
3. **Projects** Three main aspects will be taken in consideration in order to grade projects; **concept, design, and craft**. Projects equals **50%** of the final grade. (if projects are not sent as jpeg format the student will lose 1 point)

A=90-100%    B=80-89%    C=70-79%    D=60-69%

## Attendance

### Required language

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See General Catalog for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.
- **Attendance at every class is very important.** Being absent **4 class sessions** without reasonable excuses of absence will automatically cause **dropping of the course or an F grade if applicable**. Reaching the amount of **3 TARDIES** make **1 absence**. Leaving early is not allowed, unless it is discussed with the instructor previously. Also leaving early equals one tardie.

## Classroom Etiquette

### Required Information --Discretionary language

**This is where an instructor explains his/her policy on these matters. Here is some suggested language:**

- **Electronic Devices:** Cell phones and electronic devices must be turned off and put away during class unless otherwise directed by the instructor. **Consider:** specifics for your class/program
- **COMPUTER EQUIPMENT** All students will use the computers only for class purposes, No student is allowed to play, download, erase, add, or modify the computer or the programs. Any misuse of the equipment will affect grades or class status. Students may or will have to share computers with other class members.
- **Food and Drink** are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed.\_

- Disruptive Students: 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.
- **DISRUPTIVE STUDENTS**: Any student causing class interruptions not related to class matters will be sent out to meet with Sergio Lopez, Campus disciplinary officer. The student will not return to class without visiting Mr. Lopez, who will apply IVC disciplinary procedures.
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

### Academic Honesty

#### Required Language

- Plagiarism is to take and present as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to correctly 'cite a source', you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment or using or attempting to use materials, or assisting others in using materials, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General School Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment ;(c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment, (e) use of a commercial term paper service

- **PLAGIARISM**: Any case of plagiarism will be judged according to IVC rules.

### Additional Help – Discretionary Section and Language

**The instructor can add the information pertinent to his or her class here. Some suggested language:**

- Blackboard support center: Art 260 Advertising Graphic Design 10468
- Learning Labs: There are several 'labs' on campus to assist you through the use of computers, tutors, or a combination. Please consult your college map for the Math Lab, Reading & Writing Lab, and Learning Services (library). Please speak to the instructor about labs unique to your specific program
- Library Services: There is more to our library than just books. You have access to tutors in the learning center, study rooms for small groups, and online access to a wealth of resources.

### Disabled Student Programs and Services (DSPS)

**Required Language:** Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. If you feel you need to be evaluated for educational accommodations, the DSP&S office is located in Building 2100, telephone 760-355-6313.

**DISABLED STUDENTS**: Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP & S) office as soon as is possible.

**DSP&S, Rm. 217, Health Sciences Bldg. (760) 355-6313**

### Student Counseling and Health Services

**Required Language:** Students have counseling and health services available, provided by the pre-paid Student Health Fee. We now also have a fulltime mental health counselor. For information see <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

### Student Rights and Responsibilities

**Required Language:** Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at [http://www.imperial.edu/index.php?option=com\\_docman&task=doc\\_download&gid=4516&Itemid=762](http://www.imperial.edu/index.php?option=com_docman&task=doc_download&gid=4516&Itemid=762)

### Information Literacy

**Required Language:** Imperial Valley College is dedicated to help students skillfully discover, evaluate, and use information from all sources. Students can access tutorials at <http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

### Anticipated Class Schedule / Calendar

**Required Information –Discretionary Language and Formatting:** The instructor will provide a tentative, provisional overview of the reading, assignments, tests, or other activity for the duration of the course. The faculty may find a table format useful for this purpose.

Weeks	Activity, Assignment, and/or Topic	Due Dates
<b>August 17-31</b> Weeks 1-3	-Syllabus & Introduction -Graphic Design definition, Visual Identity, Vectorising images, Modifying strokes. Color palette.	Class begins Aug. 18
<b>Sept 9-28</b> Weeks 4-7	Manipulating text, Layout, the grid, Book and magazine covers, Photoshop filters, Clone stamp tool.	Project 1 due, Sept. 10 Project 2 due. Sept. 24
<b>October 5-28</b> Weeks 8-11	Packages and templet, Brushes and the airbrush, manipulating layers. Color theory, Slogan.	Project 3 due. Oct 8 <b>Midterm Oct. 13</b> Project 4 due. Oct 22
<b>Nov 2-30</b> Weeks 12-15	Typography, parts of a letter, typography design, animating gifs with drawings or photographs. Animated banners.	Project 5 due. Nov 5 Project 6 due. Nov 19
<b>Dec 7</b> Week 16 Finals week	The comic layout, Panels, The dummy for book and calendar project	<b>Final Exam Dec. 3</b> Final project due Dec 10