

### Basic Course Information

Semester:	Spring 2018	Instructor Name:	Jose B. Olmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	<a href="mailto:Jose.olmedo@imperial.edu">Jose.olmedo@imperial.edu</a> ofbernart@yahoo.com
CRN #:	20464	Webpage (optional):	N/A
Classroom:	2714	Office #:	N/A
Class Dates:	Feb 14- June 8	Office Hours:	N/A
Class Days:	Mondays & Wednesdays	Office Phone #:	N/A
Class Times:	2:00-4:40 pm	Emergency Contact:	Tony Gamboa (760) 355-6378
Units:	3.0		

### 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)*

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

*Course prerequisite 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:*

- *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. ssing concept development, interpretation of limited parameters, and interpretation of written instructions and visual solutions*

#### **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

#### **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)**

**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 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.**

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.

### **Course Grading Based on Course Objectives**

**1. Development of technical skills 20.00%**

**2. Theories of design and composition on exams 20.00%**

**3. Creation of symbols 15.00%**

**4. Basic thematic vocabulary acquisition and written reports 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 midterm 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 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 one point) Send your projects jpeg/jpg format to projectbox@yahoo.com. also upload them to canvas.**

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

### Attendance

- 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.

### Classroom Etiquette

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- 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 by the instructor.
- 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](#).
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

### Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

### Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting 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 "cite a source" correctly, 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 that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing 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 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) using a commercial term paper service.

### **Additional Student Services**

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- **CANVAS LMS.** Canvas is Imperial Valley College's main Learning Management System. To log onto Canvas, use this link: [Canvas Student Login](#). The [Canvas Student Guides Site](#) provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853.
- **Learning Services.** There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- **Library Services.** There is more to our library than just books. You have access to tutors in the [Study Skills Center](#), study rooms for small groups, and online access to a wealth of resources.

### **Disabled Student Programs and Services (DSPS)**

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. The DSP&S office is located in Building 2100, telephone 760-355-6313. Please contact them if you feel you need to be evaluated for educational accommodations.

### **Student Counseling and Health Services**

Students have counseling and health services available, provided by the pre-paid Student Health Fee.

- **Student Health Center.** A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- **Mental Health Counseling Services.** Short-term individual, couples, family and group counseling services are available for currently enrolled students. Services are provided in a confidential, supportive, and culturally sensitive environment. Please contact the IVC Mental Health Counseling Services at 760-355-6310 or in the building 1536 for appointments or more information..

### **Veteran's Center**

The mission of the [IVC Military and Veteran Success Center](#) is to provide a holistic approach to serving military/veteran students on three key areas: 1) Academics, 2) Health and Wellness, and 3) Camaraderie; to serve as a central hub that connects military/veteran students, as well as their families, to campus and community resources. Their goal is to ensure a seamless transition from military to civilian life. The Center is located in Building 600 (Office 624), telephone 760-355-6141.

### **Extended Opportunity Program and Services (EOPS)**

The Extended Opportunity Program and Services (EOPS) offers services such as priority registration, personal/academic counseling, tutoring, book vouchers, and community referrals to qualifying low-income students. EOPS is composed of a group of professionals ready to assist you with the resolution of both academic and personal issues. Our staff is set up to understand the problems of our culturally diverse population and strives to meet student needs that are as diverse as our student population. Also under the umbrella of EOPS our CARE (Cooperative Agency Resources for Education) Program for single parents is specifically designed to provide support services and assist with the resolution of issues that are particular to this population. Students that are single parents receiving TANF/Cash Aid assistance may qualify for our CARE program, for additional information on CARE please contact Lourdes Mercado, 760-355- 6448, [lourdes.mercado@imperial.edu](mailto:lourdes.mercado@imperial.edu).

EOPS provides additional support and services that may identify with one of the following experiences:

- Current and former foster youth students that were in the foster care system at any point in their lives
- Students experiencing homelessness
- Formerly incarcerated students

To apply for EOPS and for additional information on EOPS services, please contact Alexis Ayala, 760-355-5713, [alexis.ayala@imperial.edu](mailto:alexis.ayala@imperial.edu).

### **Student Equity Program**

- The Student Equity Program strives to improve Imperial Valley College's success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across

disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students' access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100.

- The Student Equity Program also houses IVC's Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

### Student Rights and Responsibilities

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

### Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

### Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Feb 12-28 Weeks 1-3	-Syllabus & Introduction -Graphic Design definition, Introduction to Adobe Illustrator. -Visual Identity, Vectorizing images, -Modifying strokes. Color palette.	Class begins Feb. 12 No class Mon. Feb. 18 Project 1 due, Wed.Feb. 28t
March 5-28 Weeks 4-7 April 2-25 Weeks 8-11	-Introduction to Adobe Photoshop, Manipulating text, -Layout, the grid, Book and magazine covers, Photoshop filters, Clone stamp tool. -Manipulating text. -Layout and The grid. -Book and magazine covers. -Photoshop toolbox and filters. -Clone stamp tool	Project 2 due Wed. March 14 Project 3 due Wed. March 28
May 2-30 Weeks 12-16	-Packages, -Brushes and the airbrush, -Manipulating layers. -Color theory, -The slogan.	Spring Break April 2-7 Project 4 due Wed. April 11 Exam 1 Monday April 16 Project 5 due Wed. April 25
June 4-13 Week 17 & Finals week	-Typography, parts of a letter, typography design, Infographics, -Animating gifs with drawings or photographs. -Animated banners. -The storyboard, comic layout, Panels, The dummy for book and calendar.	Project 6 due Wed. May 9 Exam 2 Monday May 21 Project 7 due Wed. June 6

**\*\*\*Tentative, subject to change without prior notice\*\*\***