Basic Course Information

Semester:	Fall 2021	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	Jose.olmedo@imperial.edu
CRN #:	10218	Webpage (optional):	N/A
Classroom:	Online	Office #:	Confer Zoom link on Canvas
Class Dates:	August 16 - December 11	Office Hours:	Tue & Th 2:00-3:00pm
Class Days:	Online Asynchronous	Office Phone #:	N/A
Class Times:	N/A	Emergency Contact:	N/A
Units:	3.0	Class Format:	Asynchronous

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.

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

Graphic Design Art 160

Student Learning Outcomes

1. Develop a portfolio of graphic designs suitable for advertising. (ILO2, ILO3, ILO5)
2. Present, discuss and critique designs in a coherent manner. (ILO1, ILO2, ILO3, 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 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
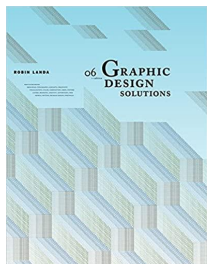
Graphic Design Solutions
Sixth Edition
Robin Landa SBN-13: 978-1337554053

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 via cloud. Students will need a desktop or laptop computer to install the programs. Some tablets are compatible with the programs. Chromebooks don't run Adobe software provided by school.
Students will have to wait to get authorized by IVC to download Adobe software. The process might take a week or two. Be patient.

Course Requirements and Instructional Methods

• Audio Visual • Computer Assisted • Instruction • Video 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. Course Grading Based on Course Objectives

CLASS PROCEDURE:
1− The teacher will post on Canvas class content and video/lecture demonstrations.

2− The teacher will present to the class a project written description. Projects will be posted on Canvas modules under assignments.

3− Projects should be completed 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.

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

5− Grades will be posted on canvas.

PROJECTS: Three main aspects will be taken into consideration in order to grade projects; **Concept, Designg, 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. Not turning in sketches will cause losing 1 point. Late projects **lose 1 point.**

PARTICIPATION IN CLASS (DISCUSSIONS): Students are required to present their projects and also comment on classmates' projects too. Other class topics will also be assigned. 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.

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)---10 pts.   **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.

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

Course Policies

Late Submissions

- Projects can be turned in late. Projects turned in late will automatically lose one point.
- Students can **not** turn in late discussions, class activities, reports and exams.
- Sending Projects or Written Reports in the wrong formats will also lose one point.
- Sending late assignments and wrong formats combined lose two points.

Keeping your artwork

In order to prevent misunderstandings 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.

Drop Policy

- **During the first week**: Submit the first discussion In order to mark your attendance and secure your spot!
- **Throughout the term**: Submit work regularly to show your active attendance. If you do not submit work for 1 complete module, you may be dropped for non-participation!
- **Deadline** to drop with a "W" Saturday November 6 2021.

Other Course Information

Office Hours will be offered Tuesdays and Thursdays 2:00 to 3:00 pm. Go to Canvas "Office Hours" Module to get the link.

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 August 16-21	Orientation, Syllabus.	**Discussion "A" Due Aug Wed 18**
Module 1 Week 2 August 22-28 Week 3 August 29-Sept 4	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 Module Due Fri Sep 3 Pro1 due Saturday September 4
Module 2 Week 4 March 7-13 Week 5 March 14-20	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. Creating a collage with Photoshop.	Pro1 Crit/Discus due Sun Sep 5 -Class Activity Module2 Due Fri Sep 17 **Written Report 1 Wed Th Sep 16** Pro2 due Saturday Sept 18
Module 3 Week 6 September 19-25 Week 7 September 26- October 2	Typography, Classification, Anatomy of type. Type as Shapes. Type families. Graphic Design Principles.	Pro2 Crit/Discuss. due Sun Sep 19 -Class Activity Module 3 Due Fri Oct 1 Pro3 due Saturday October 2
Module 4 Week 8 October 3-9 Week 9 October 10-16	The Package Design. Templates. Guidelines. Color Theory.	Pro3 Crit/Discuss. due Sun Oct 3 **Discussion "B" Due Wed Oct 13** Pro4 due Sat October 16 -Class Activity Module 4 Due Oct Fri 15

Module 5 Week 10 October 17-23 Week 11 October24- 30	Visualization. Types of Images and image making. Illustrations.	Pro4 Critique/Discuss. due Sun 17 -Class Act/Discussion Module due 5 Fri Oct 22 **EXAM #1 Fri Oct 23** Pro 5 due Sat Oct 30
Module 6 Week 12 October 31- November 6 Week 13 November 7-13	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	Pro5 Crit/Discuss due Sun Oct 31 **Written Report 2 due** Wed Nov 10 -Class Act Module 6 Due May Fri 12 Pro6 due Sat Nov 13
Module 7 Week 14 November 14-20 Week 15 November 21-27 Week 16 November 28 - December 4 Week 17 December 5-11	Branding, Branding Process, The Portfolio.	Pro6 Crit/Discuss. due Sun Nov 14 **Exam 2 Fri Dec 3** **Discussion "C'' Due Wed Dec 8** Final Pro 7 due Thu Dec 9 Pro7 Crit/Discuss. due Fri Dec 10

Subject to change without prior notice