Basic Course Information

Semester:	Spring 2023	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	Jose.olmedo@imperial.edu
CRN #:	10216	Webpage (optional):	N/A
Classroom:	801	Office #:	N/A
Class Dates:	February 13 - June 9	Office Hours:	TBA
Class Days:	Tuesdays and Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 234-3515
Units:	3	Class Format:	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 advertising.
2. Present, discuss and critique designs 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 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
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 digital programs by using his IVC student account.

Course Requirements and Instructional Methods

• 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 teacher will give lectures and demonstrations and will publish class content in Canvas.

2− The teacher will present to the class a project written description, each project 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.

Course Grading Based on Course Objectives

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 will automatically **lose 1 point,** Also Projects in wrong formats will also automatically **lose 1 point.**

PARTICIPATION IN CLASS (DISCUSSIONS): Students are required to login to Canvas frequently. Students will present their projects and also comment on classmates' projects too. If the project is not presented during class it will cause **one point loss.** Some other class topics will also be assigned by the teacher. Participating in class activities, class and Canvas discussions counts as participation. Also not having materials during class will cause **one point loss.**

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.

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.

PARTICIPATION IN CLASS (DISCUSSIONS): Students are required to present their projects and also comment on classmates' projects too. Some other class topics will also be assigned by the teacher. Participating in discussions counts as participation.

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----------------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 **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 a PSD or AI copy of his or her projects ready to be revised just if the case is needed. **Keeping your artwork**

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.

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 13 2023.

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 14 - 18	Orientation, Syllabus.	Discussion "A" Due Thu Feb 17
Module 1 Week 2 FEB 19 -25 Week 3 FEB 26 - MARCH 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.	-Turn Class Activity Module 1 Sat Feb 25.

Module 2 Week 4 March 5-11 Week 5 March 12-18	Composition and its purpose, layout and the grid, Book and Magazine covers. Adobe Photoshop toolbox menus and ayers, Type tool, Designing with type, Manipulation of text.	**Pro1 due Tue March 7** **Written Report 1** Due Th Mar 10 -Turn Class Activity Module2 Due Mar Sat 18

Module 3 Week 6 MARCH 19 - 25 Week 7 MARCH 26 - APRIL 1	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	**Pro2 due Tue March 21** Discussion ''B'' Due Fri 24 -Turn Class Activity Module 3 Due Apr Sat 1
Module 4 Week 8 APRIL 2 - 8 Week 9 APRIL 9 - 15 (Spring Break)	The Package. Templates. Guidelines. Color Theory.	**Pro 3 due Tue Apr 4** Discussion ''C'' Due Fri Apr Thur -Turn Class Activity Module 4 Due Saturday Apr 15.
Module 5 Week 10 APRIL 16 - 22 Week 11 APRIL 23 - 29	Visualization. Types of Images and image making. Illustrations.	**Pro 4 due Apr 18** **EXAM #1 Tue April 26** Discussion ''D'' Th 21 -Turn Class Activity Module 5 Due Saturday Apr 29.
Module 6 Week 12 April 30 - May 6 Week 13 MAY 7 - 13	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	**Pro 5 due Tue May 2nd** **Written Report 2 due Th May 5** -Discussion ''E'' Fri 5 -Turn Class Activity Module 6 Due Saturday May 6

Module 7 Week 14 MAY 14 - 20 Week 15 MAY 21 - 27 Week 16 MAY 28 - JUNE 3 Week 17 JUNE 4 - 8	Branding, Branding Process, The Portfolio.	**Pro 6 due Tue May 16** **Exam #2 Tuesday May 31** -Discussion "F" Module 7. Due Saturday June 3. **Pro 7 due Thursday June 8**

Subject to change without prior notice