Basic Course Information

Semester:	Winter 2024	Instructor Name:	Jose Bernardo Olmedo
Course Title & #:	Advertising Graphic Design Art 260	Email:	jose.olmedo@imperial.edu
CRN #:	15250	Webpage (optional):	N/A
Classroom:	802	Office #:	N/A
Class Dates:	January 2 - February 2	Office Hours:	N/A
Class Days:	Mondays through Fridays	Office Phone #:	N/A
Class Times:	6:00 pm- 9:35 pm	Emergency Contact:	Canvas Inbox or Email
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. (LO1, ILO2, ILO3, ILO5)
2. Present, discuss and critique work in a coherent manner. (ILO1, ILO2, ILO5)
3. Write a descriptive essay on a contemporary design. (ISLO1, ISLO3, ISO5)

Course Objectives

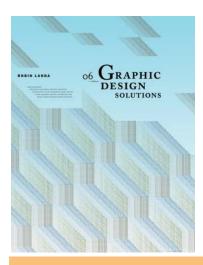Upon satisfactory completion of the course, students will be able to:

1. The student will produce black and white and/or color advertisements, and collateral and related designs that demonstrate the development of technical skills in the use of felt tip pens and markers, technical pens 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 that reflect 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, Robin Landa ISBN-13: 978-1337554053

Course Requirements and Instructional Methods

INSTRUCTIONAL METHODS:

• Audio Visual

• Computer Assisted

• Lecture / Instruction

• Video Demonstration

• Discussion

• Group Activity

• Individual Assistance

CLASS PROCEDURE:

1-The student will follow each module's content, listen to lectures and instructions.

2-The teacher will present to the class a project written description, each project will be posted on canvas.

3-The student will develop visual investigations and he or she will provide sketches containing the conceptual idea of the project.

4-The student will stick to the sketch idea created and will create the project.

5-The projects should be completed and presented punctually to the class on the specified date, All sketches and references should be provided to the teacher. All sketches and references count for the grade.

6-Each project will be presented in class and will be discussed by the author, the class and teacher in a critique.

7-Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc.

8-Grades will be given by the teacher on each project.

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.

MATERIALS. The student should have the following materials:

- Sketchbook or tablet to sketch.
- Computer or laptop to work at home with both Adobe Illustrator and Photoshop. Chromebooks may not work.
- Scanner or cell phone camera.
- Adobe Illustrator and Photoshop will be provided by IVC. Students will access the programs using their school credentials.

 What if you need to borrow technology?

1. To request a loaner laptop, or other electronic device, please submit your request here: https://imperial.edu/students/student-equity-and-achievement/

Course Grading Based on Course Objectives

● Discussions, five during the course, one point each=   5 points

● Class Activities, five during the course, one point each=   5 points

● Essay Reports, two during the course, five points each=   10 points

● Exams, two during the course, ten points each=   20 points

● Project Critique (Discussions): five, two points each=   10 points

● Projects, five, ten points each=   50 points

                                                100 points total

Grade scale based on points A=90-100   B=80-89   C=70-79   D=60-69   F=59-0

PROJECTS

Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft. Projects equals 50 Points of the final grade.

PROJECT RUBRIC

CRITERIA	GOOD	AVERAGE	POOR
CONCEPT 3 Points maximum	The student created a project following the exact concept idea established on the project document description. (3 points)	The student missed or omitted the concept idea established in the project document description. (2 points)	The project does not communicate the concept idea established in the project document description. (1 point)
DESIGN 4 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines establi- shed on the project document description were followed. Form and function works very well. The design solution is good. (4 points)	The project displays some graphic design elements and principles that communicate the concept. Some guidelines established on the project document description are missing. Form and function communicate the concept. Design solution is sufficient (3 points)	The project displays weak graphic design elements and principles. Guidelines establi- shed on the project document description are missing. Form and function barely communicate the concept. Design solution is insufficient. (2 points)
CRAFT 3 Points maximum	There are no pixelated images or empty spaces in the project. The images or text are centered and are not touching the edges of the document. The design software was correctly used. The project looks clean and professional. (3 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 appropriate. The project looks good, but can be improved. (2 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 sofwa- re is poor. The project needs improvement. (1 Point)

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.

Course Policies

● 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.

● Cell phones and other 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.

● Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed.

ATTENDANCE

● A student who fails to attend the first meeting of 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 three class days (10.5 hrs) 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.

LATE SUBMISSIONS

● Essay Reports and Projects can be turned in late.

● All late submissions will automatically lose one point.

● The student can not turn in late discussions, class activities and comments.

CRITERIA FOR LATE SUBMISSIONS

● If projects are not sent as JPEG or the format stated by the instructor, the student will lose 1 point.

● late projects automatically lose 1 point.

● Projects without sketches lose 1 point.

● All criterias combine.

Other Course Information

-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.

The deadline to drop with a "W" is Thursday JAN 25 2024.

-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.

Do not save your work in classroom computers, they will be deleted.

-Use your IVC email, do not use your personal email to contact the instructor.

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

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

CLASS OUTLINE (Content, Activities, Discussion, Projects and Due dates)

Week 1 January 2-8
Module 0 Orientation Class procedure.
Discussion #1 due Th Jan 4th

Module 1 Defining Graphic Design and the design procedure, Formal elements of two-dimensional Design, Visual Identity, GD Elements, Logo Logotype, Mascot. Adobe illustrator intro to toolbox, menus and layers, etc.

Activity #1 due Th Jan 4th
Project #1 due Sat Jan 6th
Comment peers Project #1 Sun Jan 7th
Present Project #1 Mon Jan 8th

Week 2 January 9-15
Module 2 GD Principles, Composition and Layout, Collage, Typography, Anatomy of type, Designing with Type alignment. Classification of letterforms. Intro to Photoshop. Adobe Photoshop intro to toolbox menus and layers, etc.

Discussion #2 due Thursday Jan 11th
Activity #2 due Thursday Jan 11th
Documentary Report #1 Due Friday Jan 12th
Project #2 due Sat Jan 13th
Comment peers Project #2 Sun Jan 14th
Present Project #1 Mon Jan 15th

Week 3: January 16-22
Module 3 The Package, Color Theory.

Discussion #3 due Thursday Jan 18th
Activity #3 due Thursday Jan 18th
EXAM 1 due Friday Jan 19th
Project #3 due/critique Sat Jan 20th
Comment peers Project #3 Sun Jan 21st
Present Project #1 Mon Jan 22nd

Week 4: January 23-29
Module 4 Motion, Animated ads, Color Meanings. Type of Images, The Storyboard.

Discussion #4 due Thursday Jan 25th
Activity #4 due Thursday Jan 25th
Project #4 due Saturday Jan 27th
Comment peers Project #3 Sun Jan 28th
Present Project #1 Mon Jan 29th

Week 5: Module 5: JANUARY 30-February 2
Visual Identity and Branding, Color in Branding, The Portfolio, Promotional items & Mockups.

Discussion #5 due Wed Feb 30th
Activity #5 due Wed Feb 30th
Documentary Report #2 due Thursday February 1st.
EXAM #2 Thursday February 1st.
Project 5 due Friday Feb 2nd
Present Project #5 Friday Feb 2nd
Comment peers Project #5 Friday Feb 2nd

Tentative, subject to change without prior notice