Basic Course Information

Semester:	Fall 2024	Instructor Name:	Jose Bernardo OLmedo
Course Title & #:	Advertising Graphic Design ART 260	Email:	jose.olmedo@imperial.edu
CRN #:	10218	Webpage (optional):	N/A
Classroom:	802	Office #:	N/A
Class Dates:	12 Aug 24 - 7 Dec 24	Office Hours:	Fridays 1-4 pm Room 802
Class Days:	Tuesdays & Thursdays	Office Phone #:	N/A
Class Times:	6:00 - 8:30 PM	Emergency Contact:	(760) 234 3515
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 advertising.
2. Present, discuss and critique designs in a coherent manner.
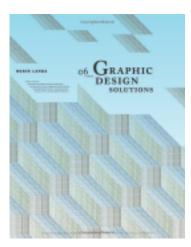3. Write a descriptive essay on a contemporary design.

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 class is face to face, but all students will be usingCanvasfor multiple class matters. Students Are responsible for checking the class canvas page and to upload homework assignments, projects, etc.

2−The teacher will post on the classCanvas page,class content, video/lecture demonstrations and assignments.

3− For each module, the teacher will present to the class a project written description, each project will be posted on Canvas modules under assignments.

4− Projects should be completed, uploaded to the class canvas page 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. If projects are not able to be seen they will not be graded.

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

6– Grades will be posted on canvas.

MATERIALS: Sketchbook (paper or digital), Memory to store projects, external USB or google drive. Digital camera Cell phone camera is an Ok, Laptop or PC, Chromebooks do not work. Some projects might need to be printed.

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.

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.

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.

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)--10pts.
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** 　　 **70-79pts=C** 　　 **60-69 pts=D** 　　 **0-59 pts=F**

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: All students will use CANVAS. Class content, Project, homework instructions and announcements will be published on CANVAS. It is the responsibility of the student to log in often.

DISABLED STUDENTS: Students with a documented disability should notify the instructor about their needs so they can complete the class with no obstacles.

CLASS RULES:

● Respect between all class members will prevail. Disruptive students will be sent to the campus disciplinary office.
● During class, the use of electronic devices is not allowed unless the instructor allows it.
● At any time, disrupting students will be asked to leave the classroom.
● The instructor will penalize any action according to his criteria by taking away points from any disruptive student under participation and criteria.
● Plagiarism will be judged according to IVC rules. Late Submissions
●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.

LATE SUBMISSION AND LOSING POINTS:
●Projects turned in late will automatically lose one point.
●Students cannot turn in late discussions, class activities.
●Sending Projects or Written Reports in the wrong formats lose one point.
●Sending late assignments and wrong formats combined lose two points.
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●Sending Projects or Written Reports in the wrong formats lose one point.
●Sending late assignments and wrong formats combined lose two points.
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.
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. Keeping your artwork In order to prevent misunderstanding.

ABSENCES: Missing four class periods will cause the loss of one point. Also three tardies will make the student lose one point.

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 Nov 2 2024.

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 AUG 12 - 17**	Introduction to Class, Syllabus.	Discussion "A" Due Aug Sat 17
Module 1 **Week 2 AUG 18 -24** **Week 3 AUG 25 - 31**	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 Mod. Due Fri **Pro1 due Sat Aug 31**
Module 2 **Week 4 SEP 1 - 7** **Week 5 SEP 8 - 14**	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.	**Pro 1 Crit/Discuss Tue Sep 3** Class Activity Mod 2 Due Fri Sep 6 **Written Report# 1 Fri SEP 13** **Pro2 due Sat Sept 14**
Module 3 **Week 6 SEP 15 - 21** **Week 7 SEP 22 - 28**	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	**Pro2 Crit/Discuss Th Oct 3** Class Act Mod. 3 Due Fri Sep 27 **Pro3 due Sat Sep 28**
Module 4 **Week 8 SEP 29 - OCT 5** **Week 9 OCT 6 - 12**	The Package. Package templates. Guidelines. Color Theory.	**Pro 3 Crit/Discuss Oct 1** Discussion "B" Due Thu Oct 3 **EXAM #1 Tue Oct 10** Class Act Mod. 4 Due Fri Oct 11 **Pro 4 due Sat Oct 12**
Module 5 **Week 10 OCT 13 - 19** **Week 11 OCT 20 - 26**	Visualization. Types of Images and image making. Illustrations.	**Pro 4 Critique/Discuss Tue Oct 15** Class Act/Disc Mo due Fri Oct 18 **Pro 5 due Sat Apr 27**

Module 6 **Week 12 OCT 27 - NOV 2** **Week 13 NOV 3 - 9**	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	**Pro 5 Crit/Discuss Tue Oct 29** **Written Rep 2 due Fri Nov 1** Class Act Mod 6 Due Fri Nov 15 **Pro 6 due Sat Nov 9**
Module 7 **Week 14 NOV 10 - 16** **Week 15 NOV 17 - 23** **Week 16 NOV 24 - 30** **THANKSGIVING BREAK** **Week 17 DEC 1 - 7**	Branding, Branding Process, The Portfolio.	**Pro 6 Crit/Disc Tue Dec 3** **Exam 2 Thursday Nov 21** Discussion "C'' Due Sat Nov 23 **Pro 7 Crit/Discuss Dec Tue 3 & Th 5**

Subject to change without prior notice