



### Basic Course Information

Semester:	Fall 2025	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 #:	Building 2800 Art Gallery
Class Dates:	11 Aug 2025 - 6 Dec 2025	Office Hours:	Mon 11 am-2 pm Room 2800
Class Days:	Tuesdays & Thursdays	Office Phone #:	TBA
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 using Canvas for 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 class Canvas 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, Design, and Craft.** 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. Projects in wrong formats will also automatically lose 1 point. No projects will be turned in as links.

#### Graphic Design Art 260 Project Rubric

	GOOD	AVERAGE	POOR
CONCEPT 2 Points maximum	The student created a project following the exact concept idea established on the project document description. (2 points)	The student missed or omitted the concept idea established in the project document description. (1 points)	The project does not communicate the concept idea established in the project document description. (0 point)
DESIGN 2 Points maximum	The project displays graphic design elements and principles that correctly communicate the concept. Guidelines established on the project document description were followed. Form and function works very well. The design solution is good. (2 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 (1 points)	The project displays weak graphic design elements and principles. Guidelines established on the project document descriptions are missing. Form and function barely communicate the concept. The design solution is insufficient. (0 points)
CRAFT 2 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. (2 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 appropriated. The project looks good, but can be improved. (1 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 software is poor. The project needs improvement. (0 point)



**PARTICIPATION IN CLASS DISCUSSIONS AND ACTIVITIES:** Students are required to present their projects during class critiques, comment/reply on classmates' projects too. Participating in discussions also counts as participation. During the semester the teacher will assign class activities and discussions so the student practices design concepts and discusses them too. Canvas registers your activity (**Tree stars in canvas equals six points**). The **four** remaining points will be earned to student participation during class.

**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.

**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 Canvas & Classroom-----	10 pts.
Written Reports (5 points each)-----	10pts.
<b>100 points total</b>	

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 or as links lose one point.
- Sending late assignments and wrong formats combined lose two points.
- Students cannot turn in late discussions and class activities.
- 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:** The class is face to face, students should be present at the classroom. Missing five class periods will automatically cause the loss of five points. 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 1 2025.**

#### **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
<b>Module 0</b> <b>Week 1 AUG 12 - 16</b>	Introduction to Class, Syllabus.	Discussion "A" Due Aug Sat 16
<b>Module 1</b> <b>Week 2 AUG 17 -23</b> <b>Week 3 AUG 24- 30</b>	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 23 <b>Pro1 due Sat Aug 30</b>
<b>Module 2</b> <b>Week 4 Aug 31 - Sep 6</b>  <b>Week 5 SEP 7 - 13</b>	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.	<b>Pro 1 Crit/Discuss Tue Sep 2</b> Class Activity Mod 2 Due Fri Sep 5 <b>Written Report #1 Fri Sep 12</b> <b>Pro2 due Sat Sept 13</b>
<b>Module 3</b> <b>Week 6 SEP 14 - 20</b>  <b>Week 7 SEP 21 - 27</b>	Graphic Design Principles. Logo and logotype definition. Logotype classification. Color wheel and color harmonies.	<b>Pro Crit/Discuss Tue Sep 16</b>  Class Act Mod. 3 Due Fri Sep 26 <b>Pro3 due Sat Sep 27</b>
<b>Module 4</b> <b>Week 8 SEP 28 - OCT 4</b>  <b>Week 9 OCT 5 - 11</b>	The Package. Package templates. Guidelines. Color Theory.	<b>Pro 3 Crit/Discuss Sep 30</b> Discussion "B" Due Fri Oct 3 <b>EXAM #1 Thu Oct 9</b> Class Act Mod. 4 Due Fri Oct 10 <b>Pro 4 due Sat Oct 11</b>
<b>Module 5</b> <b>Week 10 OCT 12 - 18</b> <b>Week 11 OCT 19 - 25</b>	Visualization. Types of Images and image making. Illustrations.	<b>Pro 4 Critique/Discuss Tue Oct 14</b> Class Act/Disc Mo 5 due Fri Oct 17  <b>Pro 5 due Sat Apr 25</b>

<b>Module 6</b> <b>Week 12 OCT 26 - NOV 1</b>  <b>Week 13 NOV 2 - 8</b>	Motion. Motion Aesthetics. Animated Identity. The Storyboard.	<b>Pro 5 Crit/Discuss Tue Oct 28</b>  <b>Written Rep 2 due Fri Oct 31</b>  Class Act Mod 6 Due Fri Nov 7  <b>Pro 6 due Sat Nov 8</b>
<b>Module 7</b> <b>Week 14 NOV 9 - 15</b>  <b>Week 15 NOV 16 - 22</b>  <b>Week 16 NOV 23 - 29</b> <b>THANKSGIVING BREAK</b>  <b>Week 17 NOV 30 - DEC 4</b>	Branding, Branding Process, The Portfolio.	<b>Pro 6 Crit/Disc Tue Nov 11</b>  <b>Exam 2 Thursday Nov 20</b>  Discussion "C" Due Sat Nov 22  <b>Pro 7 Crit/Discuss Dec Th 4</b>

**\*\*\*Subject to change without prior notice\*\*\***