ADVERTISING GRAPHIC DESIGN   ART 260   CRN 20308

SPRING 2010   Instructor: Bernardo Olmedo
Mondays & Wednesdays 12:55 - 3:25 PM   3 units   E-mail: ofbernart@yahoo.com
Room 902   (760) 234-3515

GENERAL OBJECTIVE: The student will learn how to create effective advertising graphic design and digital professional artwork with Adobe CS software.

SPECIFIC OBJECTIVES: The student will develop a work methodology, visual investigations, and a verbal and intellectual capacity to discuss and justify and present projects during critiques.

REQUIREMENTS: The student should have drawing knowledge and the capacity to digest given information in order to create a project.

COURSE STUDENT LEARNING OUTCOMES: At the conclusion of the course the student will be able to demonstrate an understanding of advertising graphic design, visual communication skills, intellectual and computer software abilities to solve advertising graphic communication problems. The student will also have attractive art work that could be added to a portfolio.
Assessment Tool: Rubric
Institutional Outcome: ISLO1, ISLO2, ISLO3

INSTITUTIONAL STUDENT LEARNING OUTCOMES: Students who complete a degree or certificate at IVC will demonstrate competency in these five areas: communication skills, critical thinking skills, personal responsibility, information literacy, and global awareness.

CLASS PROCEDURE:
· The teacher will give lectures and demos.
· The teacher will present to the class a project written description.
· The student will develop visual investigations and he or she will present a minimum of 6 sketches containing the conceptual idea of the project.
· The student will show and discuss the sketches with the teacher, and then he or she will pick a final idea to develop. The teacher should always know what the final idea will be.
· The student will work on the projects during class.
· The projects should be completed and presented punctually to the class on the specified date, All sketches and references should be given to the teacher. All sketches and references count for the grade.
· Each project will be presented on class and will be discussed by the author, the class and teacher.
· Presentation counts as part of the grade. The author should talk about his/her solutions, ideas, creation process, experiences etc.
· Grades will be given by the teacher on each project.

EVALUATION CRITERIA: The following aspects will be taken in consideration for the final grade.
1.   Class work, homework and participation   All students should bring their materials to class in order to work on projects. Participation in class and during critiques will count as well as the good or bad behavior of the student. Respect is a must between all class members.
     Class participation, class work , homework and critique participation counts 30% of the final grade.
2.   Exam Towards the end of the session, an exam will be given.   The exam counts 20% of the final grade.
3.   Projects Three main aspects will be taken in consideration in order to grade projects; concept, design, and craft.   Projects count 50% of the final grade.

Attendance This is a class where students learn by lectures, demos but also by doing class work. Attendance at every class is very important. Missing   3 class sessions without   reasonable excuses of absence will automatically cause dropping the course.   Tardies in excess of 3 will affect the final grade. 3 tardies   make 1 absence.   Leaving early is not allowed, unless it is discussed with the instructor previously. Leaving early counts as one tardy.

COMPUTER EQUIPMENT   All students will use the computers only for class purposes, No student is allowed to play, download, erase, add, connect or modify the computer or the programs. Any misuse of the equipment will affect grades or class status. Students may or will have to share computers with other class members. During lab time the student is allowed to listen music **only** if he or she is using headphones No student will play music during lectures, demos, or presentations.

PLAGIARISM: Any case of plagiarism will be judged according to IVC rules.

TECHNIQUES: Adobe Illustrator and Adobe Photoshop CS computer software will be the programs used during the semester.

PROJECTS: About 7 projects will be given during the semester. The final project will count twice the value of the other 6 projects. Logos, a comic, animated gifs, and a package are some examples of the projects to work in class. Any project may be eliminated or added depending on class improvement.
In order to prevent misunderstandings it is important that the student keep all of his or her projects together clean and ready to be revised just if the case is needed.

MATERIALS:
• Sketchbook	Illustration board
• Eraser	Masking tape
• Cut knife or x-acto knife	Cutting matt
• Spraying adhesive Glue	Metallic ruler
• Black or gray paper for flap covers	USB jump drive 256 MB (saving files in classroom computers is not safe)

Other materials may be needed. The teacher will inform ahead of time about what materials would be needed for each class or project.

REQUIRED TEXTS:
Illustrator 10 for Windows & Macintosh,   Elaine Weinmann and Peter Lourekas
Photoshop CS for Windows & Macintosh,   Elaine Weinmann and Peter Lourekas

RECOMMENDED BOOKS:
Digital Designing, Amy E. Arnston   Designing with Type, James Craig
Notes on Graphic and Visual Communication, Gregg Berryman

CLASS OUTLINE
THEORY
I VISUAL IDENTITY   II LAYOUT   III TYPES OF ADS   IV PACKAGING
V ILLUSTRATING AND THE STORY BOARD

ADOBE ILLUSTRATOR AND PHOTOSHOP
I MODIFYING LINE (STROKES)   II THE GRID, EDITING TYPE, THE BRUSHES AND AIRBRUSH
III VECTORIZING IMAGES, APPLYING FILTERS   IV EDITING TYPE
V ANIMATING GIFS

IMPORTANT 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 an "F" grade.

DISABLED STUDENTS: 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 is possible.
DSP&S, Rm. 217, Health Sciences Bldg. **(760) 355-6312**