COURSE OUTLINE

Course Number	Course Title	Credits
ADV201	**Advertising Design II**	**3**

Hours: Lecture/Lab/Other	Co- or Pre-requisite	Implementation Semester & Year
1 lecture/4 studio hrs	**DMA115 or divisional permission**	**Fall 2022**

Catalog description:

A study of the advanced concepts and design principles used in planning visualizations and layouts for graphic design. Students will prepare graphic design presentations, using art, photography, type and illustrations for the print or digital media using a Mac computer as a tool. A survey of methods for developing ideas into graphic presentations and the intangibles that provides originality and variety in a creative field. This course includes studies in advertising production, typography, and methods of reproduction.

General Education Category:
Not GenEd

Course coordinator:

Tina LaPlaca, Professor, Coordinator Advertising + Graphic Design and Illustration
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Required texts & Other materials:

- ***Graphic Design Solutions**: 6e* by Robin Landa, 2018, Cengage Publishing
  ISBN: 13; 978-1-337-55405-3
- Design Process Sketchbook: 9" x 12" or 14" x 17"
- Folder/Notebook

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:
1. Visualize and express an idea graphically using a computer, specifically the development of ideas for advertising and graphic design. [Supports ILG # 1, 4 & 6; PLO # 1 – 5]
2. Solve design problems using typography and illustrations, and justify the use and function they perform. [Supports ILG # 4; PLO # 1 – 5]
3. Display a variety of design techniques through various layouts. [Supports ILG # 4; PLO # 1 –5]
4. Demonstrate ability to apply basic principles of color, design, and typography effectively. [Supports ILG # 4; PLO # 1 – 5]
5. Demonstrate an understanding of typography, the recognition of type styles, the importance of type measurement and its selection for the proper impression. [Supports ILG # 4; PLO # 3, 5 & 7]
6. Be more knowledgeable in the field of advertising and graphic design—concerning its everchanging aspect, job classification, basic responsibilities, future trends, and other important factors. [Supports ILG # 1, 4 & 6; PLO # 6]
7. Prepare work for professional presentation to a potential client or art director and be able to orally communicate rationale in class critiques. [Supports ILG # 1, 4; PLO # 6 & 7]
8. Develop and present ideas in both written and oral formats. [Supports ILG # 1& 4; PLO # 6 & 7]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.
Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Program Learning Outcomes for Advertising + Graphic Design program (PLOs)
1. Apply computers applications to design principles;
2. Visualize and practice professional typography;
3. Design and present professional-quality work;
4. Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
5. Create web pages that use design principles that communicate effectively;
6. Develop and present creative ideas in both written and oral formats;
7. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   **Graphic Design/Typography** [Supports Course SLO # 1 – 8]
The student will be able to…
1. Identify basic formal elements of design as they relate to principles of design.
2. Understand basic rules of typography in a layout
3. Compare and contrast the global environmental themes significant to our current lives around the globe.
4. Examine visual hierarchy and scale
5. Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit II   **Visual Identity [**Supports Course SLOs # 1 –8]
         The student will be able to…
         1.   Understand a historical context of logo and identity marks
         2.   Compare and contrast various corporate identities through examples in class.
         3.   Design a corporate identity suite.
         4.   Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit III   **Posters as Art and Advertising [**Supports Course SLOs # 1 –8]
         The student will be able to…
         1.   Compare and contrast various poster design styles.
         2.   Understand the play's plot and develop an identity for the poster.
         3.   Design a theater play poster to be utilized and distributed throughout the community.
         4.   Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit IV   **Packaging Design [**Supports Course SLOs # 1 –8]
         The student will be able to…
         1.   Understand a historical context of packaging
         2.   Compare and contrast various food packaging through examples in class.
         3.   Design a new look for an existing food packaging product in three-dimensional form.
         4.   Discuss their work during a critique and critically evaluate and justify their own artistic and vocational practice

Evaluation of student learning: [Evaluates SLOs # 1 – 8]
Achievement of the course objectives will be evaluated by the following tools:
• Assignments and class exercises to be done at home and uploaded for review by instructor.
• Participation and attendance in class exercises and class critiques.
• Class critique presentations and participation.

Evaluation Tools	% of Grade
Attendance of lectures and presentations, participation with class discussions, creative exercises and project critiques	20%
Project 1: Environmental Awareness Poster	20%
Project 2: Visual Identity	20%
Project 3: Theatre Poster and Digital Assets	20%
Project 4: Packaging Design	20%
Total	**100%**