



COURSE OUTLINE

Course Number ADV 101	Course Title Advertising Design I	Credits 3
Hours: lecture/Lab/Other 1 lecture/4 studio hours	Co- or Pre-requisite ART102, ART105 and CGR105 with a minimum C grade or divisional permission	Implementation sem/year 1/2008

Catalog description:

Development of basic conceptual ideas, skills and techniques for typography and design utilizing professional practices and procedures. Use the computer as a graphics tool as well as traditional layout skills. Understand all production processes as it relates to printed materials. This course also provides the student with an understanding of visual problem solving from the concepts stage through finished product and the final printed pieces.

Required texts/other materials:

- Text:
Advertising by Design by Robin Landa, 2004, use the most recent edition
Publisher: John Wiley & Sons, Inc.
- Removable storage media.
- Design Sketch Book (9" x 12" or 14" x 17")

Revision date:

1/2008

Course coordinator:

Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-586-4800, Ext. 3356

Information resources:

- Texts: (Reference Division Booklist)
- Typographer's sample specimen books (Instructor's library).
- Current newsstand publications (newspapers, magazines, etc.).
- Print material from instructor's files.
- Reference books in Library (hard covers and trade publications).
- Videos, DVDs, CDs, etc. as available.
- Handouts

Other learning resources:

- Open Lab Hours

Course Competencies/Goals:

The student will be able to:

- Understand and use correctly most of the special terms used in the fields of advertising and printing.
- Demonstrate design ability by creating original layouts within the specifications and limitations supplied.
- Create a design comprehensive in a professional manner using typography, illustrations and photographs.
- Demonstrate the use of good design and composition principles in solutions to assigned problems.
- Develop a sense of aesthetics, taste and proportion in relating the elements of a design.
- Demonstrate various techniques and skills required to produce advertising designs and other graphic communications.
- Describe and analyze advertisements for their design construction, content and context.
- Develop skills for quick sketching and visualizing ideas and presenting them in graphic form.

Course-specific General Education Knowledge Goals and Core Skills

The student will be able to:

- B.5. Students will solve problems by applying discipline-appropriate methods and standards.
- E.1. Students will demonstrate proficiency in using major categories of computer software such as word processing, spreadsheet and presentation software.
- E.2. Students will be proficient in using an interface and managing files.
- E.3. Students will use email and communication software effectively and appropriately.
- E.4. Students will use a web browser and search engines to seek information and will recognize types of information and sources.
- E.5. Students will understand the impact of computers on society.
- 4.1. Students will demonstrate proficiency with electronic communications as appropriate to their program.
- 4.2. Students will demonstrate working knowledge of a major domain of technological application.
- 4.3. Students will demonstrate the ability to use a particular technology or group of technologies to analyze or solve problems in general and within their academic discipline.
- 8.1. Students will recognize, analyze, and assess historical and contemporary works using accepted approaches and criteria.
- 8.2. Students will develop foundation skills using art media, music, dance, or dramatic material.
- 8.3. Students will apply skills and synthesize concepts to create and present individual performances and projects.
- 8.4. Students will assess and evaluate their work and that of their peers.

Units of study in detail.

Unit I Introduction to Advertising Design

The student will be able to...

- Learn brief history of advertising
- Analyze: *What Makes an Ad Great*
- Review the Showcase of Ads
- identify target audiences and demographics
- Develop brand awareness strategies
- Create a brand awareness print campaign
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit II Creative Thinking

The student will be able to...

- Analyze: *The Big Idea*
- Describe ingredients to good design
- Create a newspaper advertising campaign
- Create lifestyle boards
- Describe different humor in advertising techniques
- Create creative thinking exercises
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit III Team Learning

The student will be able to...

- Describe various mounting and presentation techniques
- Describe the differences of various advertisements
- Conceptualize, plan and execute a team campaign project
- Describe copywriting terminology and techniques
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Unit IV Public Service Announcements

The student will be able to...

- Identify the components of a PSA advertisement
- Create a PSA poster for a particular health care issue
- Analyze and respond to PSAs created by professional advertising agencies in print, web and television
- Create a poster design using expressive typography and graphic design
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

Evaluation of student learning:

Instructional modes to be used are: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work.

Lectures are often accompanied by demonstrations of techniques and examples of printed materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work by including his or her work to that being discussed and evaluated. In this way, the students learn the terms used in the field for which they are preparing. Diligent practice on assignments is essential to develop the skills required. Practice, in class lab and at home, will generally be visible in the work produced.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor). The specific weight of each project is shown in the grade breakdown chart in this section.

Values of quality, aesthetics, etc., are based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time.

A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

Critiques

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs' strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

Evaluation/Final Course Grades

The final course grade is based on project outcomes, exercises, test scores, adherence to project due dates, and attendance. Assignments and quizzes are based upon the following considerations:

Grade Breakdown	Percent Overall Grade
Attendance of lectures and presentations, participation with class discussions and critiques.	(10%)
Test/Quiz	(10%)
Project 1:	(20%)
Project 2:	(20%)
Project 3:	(20%)
Project 4:	(20%)

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy is located in the Student handbook and is found on the college website (http://ww.mccc.edu/admissions_policies_integrity.shtml).