



COURSE OUTLINE

Course Number
ADV 201

Course Title
Advertising Design II

Credits
3

Hours:
lecture/Lab/Other
1 lecture/4 studio
hours

Co- or Pre-requisite
DMA105 or divisional permission

Implementation
sem/year
Fall 2020

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.

Required texts/other materials:

- Texts: **Graphic Design Solutions: 6e** by Robin Landa, 2018
ISBN: 13; 978-1-337-55405-3
- 1- USB Flash drive: 16 GB
- Design Process Sketchbook: 9" x 12" or 14" x 17"
- Folder/Notebook

Revision date:
Spring 2020

Course coordinator:
Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-570-3356

Information resources:

- Digital files from the instructor's files.
- Text(s) on Reserve in College Library

Other learning resources

- Open Lab Hours

Course Competencies/Goals:

Upon successful completion of the 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.
(ILGs 1, 4 & 6)
2. Solve design problems using typography and illustrations, and justify their use and function they perform.
(ILGs 4 & 6)
3. Display a variety of design techniques through layouts.
(ILGs 4 & 6)
4. Demonstrate ability to apply basic principles of color, design, and typographic design effectively.
(ILGs 4 & 6)
5. Demonstrate an understanding of typography, the recognition of type styles, the importance of type measurement and its selection for the proper impression.
(ILGs 4 & 6)
6. Be more knowledgeable in the field of advertising and graphic design—concerning its ever-changing aspect, job classification, basic responsibilities, future trends, and other important factors.
(ILGs 1, 4 & 6)
7. Prepare work for professional presentation to a potential client or art director and be able to orally communicate rationale in class critiques.
(ILGs 4, 6 & 8)
8. Develop and present ideas in both written and oral formats
(ILGs 1, 4 & 6)

ILGs/ General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

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.

Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

Unit I Graphic Design/Typography

Learning Objectives

The student will be able to:

- Identify basic formal elements of design as they relate to principles of design.
(CGs 1, 6 & 8)
- Understand basic rules of typography in a layout
(CGs 1, 3 & 6)
- Compare and contrast the global environmental themes significant to our current lives around the globe.
(CGs 1, 2 & 8)
- Examine visual hierarchy and scale
(CGs 2 & 5)
- Design an Ecology Poster
(CGs 1, 3, 7 & 8)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 3 & 10)

Unit II Posters as Art and Advertising

Learning Objectives

The student will be able to:

- Compare and contrast various poster design styles.
(CGs 1, 2 & 8)
- Understand the play's plot and develop an identity for the poster.
(CGs 1, 3 & 6)
- Design a theater play poster to be utilized and distributed throughout the community.
(CGs 1, 3, 7 & 8)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 3 & 10)

Unit III Visual Identity

Learning Objectives

The student will be able to:

- Understand a historical context of logo and identity marks
(CGs 1, 3 & 6)
- Compare and contrast various corporate identities through examples in class.
(Course Competencies 1, 2 & 8)
- Design a corporate identity suite.
(CGs 1, 3, 7 & 8)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 3 & 10)

Unit IV Graphic Design History/MidTerm

Learning Objectives

The student will be able to:

- Identify three key periods of Graphic Design History.
(CGs 1, 6 & 8)
- Synthesize the importance of the historical period and designer and create a new design based on your research.
(CGs 1, 3 & 6)
- Design a poster, video, packaging, identify system, brochure, web site or advertisement to feature the chosen historical graphic design period and designer.
(CGs 1, 3, 7 & 8)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 3 & 10)

Unit V Packaging Design

Learning Objectives

The student will be able to:

- Understand a historical context of packaging
(CGs 1, 3 & 6)
- Compare and contrast various food packaging through examples in class.
(CGs 1, 2 & 8)
- Design a new look for an existing food packaging product in three-dimensional form.
(CGs 1, 3, 7 & 8)
- Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(CGs 3 & 10)

Evaluation of student learning:

Project Values/ Grade Breakdown

The final course grade is based on project outcomes, exercises, test scores, adherence to project due dates, and attendance of lectures and participation with class discussions and critiques. Assignments and quizzes are based upon the following considerations:	
Project 1	(20%)
Project 2	(20%)
Project 3	(20%)
Team Project Capstone	(30%)
Attendance/Participation	(10%)

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 on Academic Integrity is located in the Student Handbook and is found on the college website http://www.mccc.edu/admissions_policies_integrity.shtml

Accessibility Statement

Mercer County Community College is committed to ensuring the full participation of all students in all activities and programs. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act of 1973. Please contact Arlene Stinson in LB221 stinsona@mccc.edu (609)570-3525 for information regarding academic accommodations and additional support services.

Financial Aid Application

It is recommended that student complete an application for financial aid to determine eligibility for financial assistance. The application is **FREE** and available for completion beginning **October 1, 2020** for the 2021-22 academic year. Visit www.fafsa.edu.gov to complete your application. Applications should be completed **before** December 1, 2020. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.