

Date: Spring 2004

COURSE TITLE: GRAPHIC ART AND ADVERTISING
TECHNOLOGY II

COURSE NUMBER: ART 216

Credit and Contact Hours: 3 credit hours – 4 contact hours

Catalog Description:

The student will be given practical graphic problems to solve using established design principles as well as current pre-press production techniques. The student will be developing an expressive awareness from a graphic viewpoint. He/She will learn the process and skill of presentation, and in so doing, build a personal graphics portfolio for entry into the job market or the next level of education. Prerequisite: ART 215

GOALS AND OBJECTIVES:

The student will become aware of, and skilled in current design methods, through exposure to creative problem solving technique. The student will gain skills necessary in the field. While doing so he/she will develop flexibility and personal conceptualization skills while working in either individually or team situations.

Student Learning Outcomes:

1. Understand the importance of grid structures as the underlying frame work of design.
2. Understand the function of a corporate identity program as a tool for corporate communication.
3. Have a greater awareness of the importance of photography and illustration as communication tools.
4. Have an awareness of the necessity to regularly study the work of recognized professional designers.
5. Have a greater understanding and improved skill in electronic design and production techniques.

Relation of Course Goals to Goals of Degree Program:

Graphic Arts and Advertising Technology II continues preparing the student with enhanced understanding of professional graphic design process and methods. This preparation serves as a broader foundation for further study or entry into the job market.

Competencies Addressed in this Course:

Oral Communications, Reading, Mathematics, Computer Literacy, Professional Competency, Problem Solving, Ethics/Values, Information Resources.

III. METHOD OF INSTRUCTION:

Lectures, critiques, student projects, guest speakers, classroom demonstrations.

ASSESSMENT MEASURES: The production of a portfolio based on course goals and objectives will be used to assess the students' understanding and abilities.

STUDENT ACTIVITIES:

1. Four (4) major design projects based on corporate design and advertising design.
2. Several minor assignments based on enhanced creativity.
3. Completion of 4-5 portfolio pieces.
4. In class critiques of all projects while in process.

METHOD OF EVALUATION:

Assigned projects will be worth 80% of final grade. Preparation, participation, presentation will be worth 20% of final grade.

Assignment must be turned in by the specified due date. For each class period the assignment is late, the grade will be lowered by one letter grade.

IV. COURSE OUTLINE:

- I. Label Design – CMYK study
 - Review Mac Operating Systems
 - Planning for a target audience
 - Creating images for CMYK printing
 - Creating prototypes – digital photo captures
 - Typography for labels / the law in packaging
 - Production: file considerations, printing and mounting
- II. Layout Study – focus on designing informational print media
 - Research and development
 - Color considerations - CMYK
 - Grid structure
 - Layout software – layout considerations
 - Typography
 - Production: file considerations, printing and mounting
- III. Research project – written and visual exploration of design
 - Reading from assigned text
 - Short writing assignment based on a piece of design
 - Modeling work after another designer/illustrator
 - Layout software – layout considerations
 - Production: file considerations, printing and mounting

- IV. Independent design study
 - Research and development
 - Color considerations – CMYK/SPOT
 - Grid structure
 - Layout software – layout considerations
 - Production: file considerations, printing and mounting