ART 4020 Advanced Graphic Design and Advertising

Sec 1 MW: 9am-10:40 @ #113 @ Art Village, Building 43
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Catalog Description:
This course will further student's knowledge in the design process, focusing on intermediate to advanced technology skills, conceptual strategies, and form execution. (Pre-requisites: Art 2020 Graphic Design I, Hours 3)

Course Description:
This course will further student's knowledge in the design process, focusing on intermediate - advanced conceptual strategies and form execution. At this level, students are proficient in Adobe CS graphic design programs and are taught to design for a globalized society by focusing on projects incorporating bilingual typography, social awareness, web, and design for mobile devices. This is an intermediate / advanced course where students are further developing skills in technology, strategizing and problem solving, aesthetics, and conceptual development.

Student Learning Outcomes:
By the end of this course students will be able to:
- Demonstrate an advanced level of knowledge in Adobe Creative Suite Software - Photoshop, Illustrator,
- Exhibit proficiency in the full design process for large-scale advertising, marketing, and social awareness campaigns.
- Identify advanced concepts and aesthetic production in design.
- Demonstrate problem solving skills and techniques in design solutions for print, web, and mobile devices.
- Exhibit design skills in advance projects such as information design and information architecture.
- Actively participate in individual and group projects, exhibiting capabilities of working both independently and in collaboration.
- Demonstrate capabilities in designing with bilingual and multilingual typography.

Course Topics:
- Design Process
- Conceptual Development
- Advanced Typography
- Information Design
- Design with Bilingual and Multilingual Typography
- Designing for the web and mobile devices
- Design for Advertising, Marketing
- Professional Client Submissions / Presentation
- Working cross software

Texts:
> There will not be one required text for this class. Reading materials and online video tutorials will be assigned via blackboard.

Supplies:
    Sketchbook
    Pen and/or Pencil
    Access to Computers and Software
    Flash Drive

Presentation:
Presentation of your design projects should be well prepared and organized. Project presentation is a large part of your final project grade.
    Be detail oriented
    Print work at UC copy center *(Good quality / thicker paper)*

Students will create a PDF portfolio report for print and email. The report content will contain the following.
- Name of Company
- Name of Designer
- Name of Campaign
- Duration of Project
- Target Market (Demographics and Location)
- Summary of project goal
- Summary of project strategy
- Discovery (Brainstorm / Mindmap, Sketches)
- Design Variations
- Final Outcome

Performance Requirements:
As a studio course, classes will be conducted with variations between lecture, demonstration, group discussion, video tutorial, and independent studio practice. Your presence, punctuality, focus, and participation are critical to your learning process and project outcome. Be on time and ready to work. Should you be absent, you are responsible for learning all material covered in class by contacting a classmate. While you will have studio time during class hours, you are expected to work several hours per session outside of class time.

Please remember that his is an academic learning environment. All cell phones and other distractions to you and your classmates should remain off or unattended during class time. We are depending on all respecting each other and especially themselves.

In this class - during studio practice, you will be allowed to wear headphones and quietly work while listening to music, podcasts, books, etc. Please be conscious of the volume of your headphones, as the sound should not create a distraction for others.

Evaluation:
    The full semester course grade will be distributed out of 100 total points as follows:

Participation (Reading , Critique, Presentation)	**10 points**
Course Work	**60 points**
Quizzes (3)	15 pts

Projects (3)	45 pts
Final Project -	**30 points**

Total	**100 points**

Your letter grade will be determined by the following scale :
A = 90 -100, B = 80 - 89, C = 70 -79; and, D = 60 - 69.

Projects will be graded by rubrics reviewing your full process and final work. The following is the criteria by which you will be graded upon:
- Research
- Conceptual Development
- Sketches
- Strategizing
- Aesthetic Composition
- Typography
- Technology skills
- Studio Practice / Participation
- Problem Solving
- Presentation

Reminder of XULA's Policy on the Integrity of Academic Work . . . .
If a student's examination or assignment gives evidence of not being completely his/her own work, s/he may be given an "F" for the course. Please refer to the new CAS Academic Integrity Policy which is posted on XULA's web (xula.edu/CAS/INDEX.PHP) under "Information for Students".

Materials Required @ each class:
- Design sketchbook with all current class project work.
- Mac-compatible digital storage devices (e.g., flashdrives)
- A variety of making tools (e.g., pencils, markers &/or pens)

Materials Required @ final phase:
- Exacto Knife
- Metal Ruler / Straight Edge
- Spray Mount
- Black Matte Board

Class Schedule & Assignments:

DATES	WEEK	CLASS OVERVIEW	DUE DATES
	1st	**Introduction and Orientation** • Discuss Syllabus • Overview of Course • Copyright • Resources **History of Visual Communication / Design** Get supplies Reading	
	2nd	**History of Visual Communication / Design** Reading	
	3rd	**Typography/ Linguistic Landscape** **Text and Image** **Assign Project 1: Photoshop / Text & Image**	
	4th	**Design Strategy** **Images for Print vs. Web** **Vector vs. Bitmap** **Photoshop Demo**	*Quiz 1* **Due: Project 1: Photoshop / Text & Image Research, Brainstorming, Sketches**
	5th	**Studio**	**Due: Project 1: Photoshop / Text & Image Rough Draft – Critique**
	6th	**Brand / Identity** **Assign Project 2: Brand / Identity**	**Due: Project 1: Photoshop / Text & Image Final Submission**
	7th	**Illustrator Demo**	**Due: Project 2: Brand / Identity – Research, Brainstorming, Sketches**
	8th	**Studio**	*Quiz 2* **Due: Project 2: Brand / Identity – Rough Draft – Critique**
	9th	**Advertising / Marketing** **Cross Cultural Advertising**	**Due: Project 2: Brand / Identity – Final**

		Experiential Marketing Assign: Project 3 Final Project	Submission
	10th		Due: Project 3 Research, Brainstorming, Sketches
	11th	Studio	
	12th		Due: Project 3: Rough Draft – Critique
	13th		*Quiz 3*
	14th	Final Project Studio	
	15Th	Final Project Studio	Final Project Due

In the Event of an Evacuation . . . .
Please refer to XULA's emergency website (www.xulaemergency.com) for instructions & information.
For information about this course, information will be posted on the BB website
(http://blackboard.xula.edu