

Linda M. Crootof, Professor 860.383.5242 Lcrootof@trcc.commnet.edu

Course title: Advertising Design (previously Advertising from the Desktop)

Course number: GRA 155 (previously ENG 130)

Credits: 3 Semester Hours

Prerequisite: Knowledge of a word processing program

Grading System: A (94-100), A-(90-93),B+(87-89), B (83--86), B-(80-82),C+(77-79),C (73-76), C-(70-72), D+ (67-69), D(63-66), F (below 63).

Course Description and Rationale

This computer graphics course focuses on using two graphics programs, MultiAd Creator Pro and Adobe Photoshop CS, to design advertisements. The course includes preparation of advertisements for print and the web. Students will use text, graphics, illustrations, borders, blends, and screens, among other graphic elements. The course also addresses the principles of advertising design. Creator is used by 98% of the newspapers in the United States.

General Course Goals

A) to produce professional quality digital advertisements.

B) to integrate writing, editing, page design, typography and graphics into one unit whereby students produce an entire advertisement for print or the web.

Instructional Materials

Adobe Photoshop CS2 Classroom in a Book

Robin Williams and John Tollett, *Robin Williams Design Workshop*, Peachpit Press, Berkeley: 2001.

Optional book: Robin Landa, *Advertising by Design*

Handouts

Evaluation

Students will be evaluated on the basis of 14 assignments and other factors . Students who cut more than 4 classes will have their grade reduced for each absence beyond 4, regardless of the reason for the absence.

Students will be expected to work on their assignments in the computer lab during hours when class is not in session.

Class topics and assignments

The instructor may change the order of topics and/or the content of the assignments to meet the needs of the class.

Plagiarism:

Plagiarism is a violation of academic honesty. It occurs when you take credit for someone else's work (words) and submit it as your own, either intentionally or through incomplete documentation of sources. Any plagiarized work in a speech will result in an F for the semester.

College Withdrawal Policy

A student who finds it necessary to discontinue a course once class has met must provide written notice to the Registrar. Withdrawal forms are available at the Registrar's office. Nonpunitive "W" grades are assigned to any withdrawal requested before the various unrestricted withdrawal deadlines listed in the calendars published in front of each session's course listings. Withdrawal requests received after these deadlines must bear instructor signatures indicating the student was maintaining at least a C- average at the time of withdrawal. No withdrawals are permitted after the last class preceding the final exam.

Disabled Students and Learning Disabilities Support

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact the Disabilities Counseling Services at 383-5240. To avoid any delay in the receipt of accommodations, you should contact the counselor as soon as possible. Please note that I cannot provide accommodations based upon disability until I have received an accommodation letter from the Disabilities Counselor. Your cooperation is appreciated.

Cellular phones and beepers

Cellular phones and beepers are allowed in class only if they are turned off or turned to a silent mode. Under no circumstances are phones to be answered in class. When there are extenuating circumstances that require that a student be available by phone or beeper, the student should speak to the instructor prior to class, so that together they can arrive at an agreement.

E-mail

Students are encouraged to use e-mail to communicate with me. When you compose your message, be sure to use a relevant word for the Subject. Do **not** use Hello, Hi, It's Me or similar terms. Because these are used by spammers and virus messages, I delete them without opening them.

Class Schedule

Class #1 Intro Adobe Photoshop and CreatorPro

Assignment Buy books, flash drive, binder. Bring in an advertisement you like for its design.

Class #2 Creator basics. Page Borders and Frames

Assignment Read Ch.1, parts 1 & 2 in Robin Williams Design Workshop. Do all of the questions on pp. 4 and 5 in writing (OK to consult with friends and classmates).

Class #3 Typography Reminders, Clip Art for Illustrations, Pnntone Matching System

Assignment Combine different clip arts styles to make a unique illustration

Class #4 Clip Art Fonts, Converting to Outlines, Scripts

Assignment Make an ad like on p. 19 using clip art fonts. Business card size.

Class #5 Borders and Backgrounds

Assignment Make ad with border as on p. 21. Read pp. 65-70 in RWDW.

Class #6 Creating Visual Impact. Single dominant image ads.

Assignment Read to p. 80 in RWDW.

Class #7 Visual Puns. Shapes of letters for graphic representation. Photo inside text.

Assignment Make a visual pun.

Class #8 Gradients, text wrap, flip, textures, shadow

Assignment Make one of the ads on pp. 22-25 in RWDW. Put art in, not text.

Class #9 Creative Cropping of Photos

Assignment Make one of the ads on pp. 32 and 33 in RWDW.

Class #10 & 11 Reading and reporting assignment – start research on your topic.

Class #12 Logos and Adding color to black and white images

Assignment Read Ch.6 Logos in RWDW.
Make all type, tweaked letter and graphic element logos.

Class #13 Business cards and letterhead

Assignment Make one of each of three for yourself or a real company. OK to copy book. Read pp. 104-120 in RWDW. Do ex. on p. 120

Class #14 Designing a stamp

Class #15 Advertising – Color Ads

Assignment Finish exercise on p. 150 in RWDW.

Class #16 Advertising – B and W ads. Enhancing your design with classified ad

Assignment Make a color ad with b&w classified in it. Read to p.150

Class #17 Create Special Effects Using Adobe Photoshop

Assignment Complete Ch 9 in Photoshop book

Class #18 Layer Basics in Adobe Photoshop. Clipping paths

Assignment TBA

Class #19 Layers, replacing part of image in Adobe Photoshop

Assignment Finish lesson 8 in Photoshop book

Class #20 Designing CD covers

Assignment Make cover

Class #21 Flyers & Billboards

Assignment Read Ch. 14 in RWDW. Bring in flyer to redesign.

Class #22 Title plates, web banners

Assignment TBA

Class #23 Photoshop calendar

Assignment Start Final Project

Class #24 Workshop on final project

Class #25 Web Ads. Designing for another audience - part of final project

Assignment Find a web site to show class. Identify ads appropriate to site.

Class #26 Paper ads converted to web ads

Assignment convert existing paper ad to web ad

Class #27 Web Design workshop using Photoshop

Assignment Finish final project

Class #28 Presentations. Your package for your business, program, or organization due today, the last day of class

Assignment Congratulate yourself on completing the course.