

GRA 155 Advertising Design -- Syllabus
Three Rivers Community College, Fall Semester 2017
CRN 31820 Online

Instructor: Kevin Amenta
Email: kamenta@threeivers.edu
Office Hours: Mon & Wed 4:30-6pm in C-136 or by appointment.

Required Instructional Materials:

- Advertising by Design by *Robin Landa*, 2nd edition Wiley Press, 2010.
- Additional instructional materials will be posted on Blackboard Vista.

CATALOG COURSE DESCRIPTION

Prerequisite: [GRA K131](#) or [GRA K140](#) or *permission of the instructor.*

This computer graphics course focuses on using Adobe Photoshop to design various advertisements and prepare them for print and the web. Students will apply design principles, and type/image integration to complete design projects of moderate to increasing complexity. Emphasis is placed on project development and execution, the generation of ideas, concepts and teamwork in order to communicate persuasively and effectively. Student-designed computer lab projects include writing copy, brand positioning, client/agency relationship, copywriting, and proper research methods.

LEARNING OUTCOMES The course goal is for students to:

1. Develop a strong working knowledge of digital imaging software, such as Adobe Photoshop by creating various advertisements.
2. Manipulate composition, type, photographs, and control effects on final images for use in professional quality advertisements.
3. Utilize and explain the terminology, software, and equipment involved in the advertising design process.
4. Apply digital imaging techniques that are used in multimedia, print, and Web advertisements through the creation of design projects
5. Evaluate the qualities of effective advertising design, including composition and the ability to communicate ideas, during critiques of design projects.
6. Demonstrate how to work effectively within a production group, timeline and in a professional design environment
7. Evaluate the technical proficiency and aesthetics of advertisements and how they influence society.
8. Understand the legal and ethical concerns when creating the copy, slogans, images and placement of various advertisements.

Evaluation and Grading Policies:

Students will be evaluated based on weekly projects, discussions, and other assignments. The last assignment will be a capstone project. Points for each assignment are listed with the assignment on Blackboard and are based on a 1000-point system. Students will be expected to work on their assignments at home or in the library every week and to turn them in by the stated deadline. Late work is not accepted. Students should use traditional standards of correct spelling, grammar, and punctuation in all assignments and communications.

1000 point grading system breakdown:

3% (10 pts each) – 3 Discussion Questions

27% (varying pts) - Classified Ad, Logo & Tagline, Ad Re-design, Billboard, Home Gym Brochure, Branding

10% (100 points) - Graphics Package

15% (150 points) - Product Packaging,

15% (150 points) - Gubernatorial Campaign,

30% (300 points) - Final Project

Attendance Policy: Late assignments or make-up work is not allowed. There is NO extra-credit work. Arrangements to present projects, turn in assignments or take any tests missed because of an absence must be made with the faculty of record at least **48 hours in advance** of the absence. Projects, tutorials, reports and assignments which are not delivered via Blackboard learn by the posted due date for each will receive a zero for that assignment.

Incompletes: I traditionally do not give Incompletes. They are only assigned when there are extenuating circumstances such as illness that prevent the student from completing the coursework on time. Incompletes *must be approved by the Academic Dean*.

Withdrawal Policy: If you intend to withdraw, you must do so at the Registrar's Office by the college deadline. Non-punitive "W" grades are assigned to withdrawal requests. An instructor's signature is required after the deadline has passed. No withdrawals are permitted after the last class preceding the final exam. Students who do not officially withdraw, but simply stop attending classes, run the risk of receiving an "F" grade for the course.

Class Cancellation Policy: Information about class cancellation due to the weather can be found by Calling (860) 886-0177 or go online to: www.trcc.commnet.edu. If the instructor has to cancel class a note will be placed on Blackboard on the course home page.

Academic Integrity and Plagiarism: Plagiarism and other forms of academic dishonesty will not be tolerated and will result in an automatic failing (F) grade on the assignment for the first infraction and, should it occur a second time, an automatic failing (F) grade for the course.

Digication:

All students are required to maintain an online learning portfolio in Digication that uses the college template. Through this electronic tool students will have the opportunity to monitor their own growth in college-wide learning. The student will keep his/her learning portfolio and may continue to use the Digication account after graduation. A Three Rivers General Education Assessment Team will select and review random works to improve the college experience for all. Student work reviewed for assessment purposes will not include names and all student work will remain private and anonymous for college improvement purposes. Students will have the ability to integrate learning from the classroom, college, and life in general, which will provide additional learning opportunities. If desired, students will have the option to create multiple portfolios.

*** The instructor may change the syllabus, the order of topics and/or the content of the assignments to meet the needs of the class at any point in time.*

ALL ASSIGNMENTS ARE DUE BEFORE 11:59PM ON THE DUE DATE	
ASSIGNMENT	DUE DATE
Ineffective Classified Ad	Sunday September 3
Ranch Ad & DQ #1	Wednesday September 6
Logos and tag lines	Sunday September 10
NEW Logos and tag lines & DQ #2	Wednesday September 13
Newspaper Ads	Sunday September 17
Ad Re-Design	Wednesday September 20
Effective Billboards	Sunday September 24
Billboard Design	Wednesday September 27
Well Designed Brochures	Sunday October 1
Home Gym Brochure	Wednesday October 4
Branding Assignment	Wednesday October 11
Products you use	Sunday October 15
Product Packaging	Wednesday October 18
Marketing Campaign	Sunday October 22
Logo & Business Card	Wednesday October 25
Media Elements	Friday October 27
Press Release	Sunday October 29
Slogan & Logo	Wednesday November 1
Poster & Facebook Ad	Friday November 3
Final Project Proposal	Wednesday November 8
CD Front & Back covers	Wednesday November 15
2 pages CD Liner Notes	Wednesday November 22
Press Release	Wednesday November 29
Poster, Billboard, Facebook Ad, Newspaper Ad	Wednesday December 6

BOARD OF REGENTS FOR HIGHTER EDUCATION AND CONNECTICUT STATE COLLEGES AND UNIVERSITIES POLICY REGARDING SEXUAL MISCONDUCT REPORTING, SUPPORT SERVICES AND PROCESSES POLICY

Statement of Policy for Public Act No. 14-11: An Act Concerning Sexual Assault, Stalking and Intimate Partner Violence on Campus:

“The Board of Regents for Higher Education (BOR) in conjunction with the Connecticut State Colleges and Universities (CSCU) is committed to insuring that each member of every BOR governed college and university community has the opportunity to participate fully in the process of education free from acts of sexual misconduct, intimate partner violence and stalking. It is the intent of the BOR and each of its colleges or universities to provide safety, privacy and support to victims of sexual misconduct and intimate partner violence.”

UNITED STATES DEPARTMENT OF EDUCATION AND OFFICE OF CIVIL RIGHTS TITLE IX STATEMENT OF POLICY:

“Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in education programs and activities in federally funded schools at all levels. If any part of a school district or college receives any Federal funds for any purpose, all of the operations of the district or college are covered by Title IX.

Title IX protects students, employees, applicants for admission and employment, and other persons from all forms of sex discrimination, including discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. All students (as well as other persons) at recipient institutions are protected by Title IX – regardless of their sex, sexual orientation, gender identity, part-or full-time status, disability, race, or national origin-in all aspects of a recipient’s educational programs and activities.”

If any student experiences sexual misconduct or harassment, and/or racial or ethnic discrimination on Three Rivers Community College Campus, or fears for their safety from a threat while on campus, please contact Edward A. Derr, the Diversity Officer and Title IX Coordinator:

Edward A. Derr
Title IX Coordinator and Diversity Officer
Admissions Welcome Center * Office A116
574 New London Turnpike, Norwich CT 06360
860.215.9255 * EDerr@trcc.commnet.edu

Students with Disabilities: If you have a disability that may affect your progress in this course, please meet with a TRCC Disability Service Provider (DSP) in Room A-119 as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

Matt Liscum, Counselor Room A113 (860) 215-9265	Learning Disabilities <ul style="list-style-type: none">• ADD/ADHD• Autism Spectrum• Mental Health Disabilities
Elizabeth Willcox, Advisor Room A113 (860) 215-9289	<ul style="list-style-type: none">• Medical Disabilities• Mobility Disabilities• Sensory Disability

Use of Support Services: The Writing Center/TASC is located in Room C117 (next to the Library). TRWritingcenter@trcc.commnet.edu. Online tutoring: <http://www.etutoring.org/>