Course title: Advertising Design
Course number: GRA 155
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 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*, 2nd edition Peachpit Press, Berkeley: 2007.
Optional book: Robin Landa, *Advertising by Design*
Handouts

Evaluation

Students will be evaluated on the basis of 14 assignments, including an oral report, and a notebook with five Designer Exercises completed. 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 and submit it as your own, either intentionally or unintentionally through incomplete documentation of sources. Any plagiarized work will result in an F.

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 on campus. 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 dead-lines 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

Students who have learning disabilities or physical conditions which may be limiting are urged to identify themselves to the director and counselors in the Student Development Center.
The College depends on students to identify their specific difficulty to the College's counselors or tutoring cen-ter staff in order to provide services through community agencies in our locale and available support services on campus.

Cellular phones, beepers, and text messaging.

Cellular phones and beepers are allowed in class only if they are turned off or turned to a silent mode. Cell phone usage including text messaging is not permitted in class. Neither is beeper usage, 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 arrangement.

Email.

Students are encouraged to use email 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 terns. Because these are used by spammers, I delete them without opening them.

Class Schedule – Advertising Design GRA 155

Class #1   Intro Adobe PhotoshopCS3 and CreatorPro. Class directory.
Assignment   Buy books, CDs or flash drive, notebook.

Class #2   Creator basics. Page Borders and Frames
Assignment   Read Ch.1 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, Pantone Matching System
Assignment   Clip art – enlarge it, apply usual filter effect, then 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. Use Aridi Computer Graphics Read pp. 65-70 in RWDW.

Class #6   Creative Clip Art for illustration
Assignment   Use clip art to make ad using p.22 as model. Alter edges, add shadow, bring black box into image, pull color out of illustration for business name.

Class #7   Creative Cropping of Photos; Expressive Edge
Assignment   Make a right justified ad as an on p.30 and make brochure cover for the same ad us ing an espressive edge.

Class #8   Designing with stock photos. Making an abstract with Photoshop
Assignment   Read Ch. 3. and handout. Design assignment TBA.

Class #9   Visual Puns. Shapes of letters for graphic representation. Photo inside text. Single dominant image
Assignment   Read pp. 80 –81. Create a visual pun ad and make a magazine cover using a photo inside text (OK to copy one you see or own).

Class #10 Intro Designer Exercises
Assignment   Read Ch. 4 Choose a Look. Do Designer Exercise #1 on p. 64.

Class #11 Choose a Look.
Assignment: Identify the look of each piece in Designer Exercise #1 in your notebook

Class #12 Creating Visual Impact
Assignment: Read Ch.5. Do Designer Exercise 2, p. 84

Class #13 Logos and Adding color to black and white images
Assignment   Read Ch.6 Logos in RWDW. Do Designer Exercise 3, p. 102.
Make all type, tweaked letter and graphic element logos in class.

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Class #14 Business cards and letterhead
Assignment   Make one of each of three for yourself or a real company. OK to copy book. Read pp. 103- 120 in RWDW. Do ex. On p. 120 in class.

Class #15 Advertising – Color Ads. Beveled Bubble Mask.
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 Intro, Reading Reporting assignment. Also Designing a stamp.
Assignment: design a stamp (actual size) for next class. Text must be readable, photo also.

All classes from here on – oral report at beginning of class as indicated on sign up sheet.

Class #18 Create Special Effects Using Adobe Photoshop
Assignment   Complete Ch 9 in Photoshop book

Class #19 Layer Basics in Adobe Photoshop.
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. Redesign flyer.
Assignment   Read Ch. 14 in RWDW. Do Designer Exercise 5, p. 232

Class #22 Title plates, web banners, newsletter flags.
Assignment   Read Ch. 13. Design 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 #28-30   Presentations & oral reports. Your package for your business, program, or organization due Dec. 15. Presentations next two classes.

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