

GRA 155 Advertising Design -- Syllabus
Three Rivers Community College, Fall Semester 2013
CRN 31820 Online -- Mac Lab: Room E-114

Instructor: Kevin Amenta
Email: kamenta@mcc.commnet.edu
Office Hours: Tue/Thu: 1:30-2:30pm, Fri 1-2pm in C-136

Course Overview/Course Objectives: This course is designed to allow students to develop a strong working knowledge of digital imaging software, such as Adobe Photoshop. Students will explore the basics of image manipulation. Emphasis will be placed on screen and print resolution and computer color schemes.

Performance Objectives: Upon completion of this course, the student should be able to:

- Manipulate composition, type, photographs, and control effects on final images for use in professional quality advertisements.
- Utilize and explain the terminology, software, and equipment involved in the advertising design process.
- Apply digital imaging techniques that are used in multimedia, print, and Web advertisements through the creation of design projects
- Evaluate the qualities of effective advertising design, including composition and the ability to communicate ideas, during critiques of design projects.
- Demonstrate how to work effectively within a production group, timeline and in a professional design environment
- Evaluate the technical proficiency and aesthetics of images during classroom presentations and critiques.

Instructional Materials:

- Advertising by Design by *Robin Landa*, 2nd edition Wiley Press, 2010.
- Handouts will be posted on Blackboard Vista.
- Sketch Pad, Portable flash drive and Portfolio.

Instructional Methods: Readings, demonstrations and delivering of student projects. Students will observe, critique, and demonstrate learned material, both independently and in groups. Homework will occur in the context of course assignments, in preparation for classroom discussion and in support of group projects. All research and assignments will require the use of personal time and the Internet.

1000 point grading system breakdown:

30% (50 pts each) - Classified Ad, Logo & Tagline, Ad Re-design, Billboard, Home Gym Brochure, Branding

10% (100 pts each) - Graphics Package

30% (150 pts each) - Product Packaging, 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 ***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.

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 (860) 383-5240	Chris Scarborough (860) 892-5751
Physical Disabilities	Learning Disabilities
Sensory Disabilities	ADD/ADHD
Medical Disabilities	Autism Spectrum
Mental Health Disabilities	

Use of Support Services: The Writing Center/TASC is located in Room C117 (next to the Library). (860) 892-5713 or (860) 892-5769. TRWritingcenter@trcc.commnet.edu.
Online tutoring: <http://www.etutoring.org/>

***** 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.***