GRA 155 Advertising Design -- Syllabus
Three Rivers Community College, Fall Semester 2018
CRN 31820 Online

Instructor Information

Instructor:	Kevin Amenta
Email:	kamenta@threerivers.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 Learn.

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 goals are 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

Late assignments/discussion posts or make-up work is not allowed.
There is NO extra-credit work.
Any course work which is emailed to the instructor will be deleted and given a zero.

1000 point grading system breakdown:

      10% (10 pts each) – 10 Discussion Questions
      70% (varying pts) – Weekly Assignments
      20% (200 points) - Final Project

Discussion Questions

Each Module will have a Discussion Question. All posts are due according to the Assignment Due Dates Schedule below. Your familiarity with Module materials (readings, web inks etc.) will give you higher quality posts for maximum points.

Spend 90% of your time on your own post addressing the question(s). Make sure to use proper grammar and spelling. Spend 10% of your time **responding to one** of your classmates posts.

Your response to a classmate could:
- •   Request clarification if needed
- •   Provide a different perspective
- •   Add to the substance of the posting
- •   Challenge the assertions
- •   Provide a couple of items you learned from their post

Respect for your fellow classmates is critical; address the content of the posting, not the person.

Assignments

Late assignments or make-up work is not allowed.
There is NO extra-credit work.
Any course work which is emailed to the instructor will be deleted and given a zero. You must upload your work through the assignment tool.

ALL ASSIGNMENTS ARE DUE *BEFORE* 9PM ON THE DUE DATE	
ASSIGNMENT	**DUE DATE**
Module #1: Ineffective Classified Ad	Sunday September 2
Module #1: Ranch Ad & DQ #1	Wednesday September 5
Module #2: Logos and tag lines	Sunday September 9
Module #2: NEW Logos and tag lines & DQ #2	Wednesday September 12
Module #3: Newspaper Ads	Sunday September 16
Module #3: Ad Re-Design & DQ #3	Wednesday September 19
Module #4: Effective Billboards	Sunday September 23
Module #4: Billboard Design & DQ #4	Wednesday September 26
Module #5: Well Designed Brochures	Sunday September 30
Module #5: Home Gym Brochure & DQ #5	Wednesday October 3
Module #6: Branding Assignment & DQ #6	Wednesday October 10

Module #7: Products you use	Sunday October 14
Module #7: Product Packaging & DQ #7	Wednesday October 17
Module #8: Marketing Campaign	Sunday October 21
Module #8: Logo & Business Card & DQ #8	Wednesday October 24
Module #8: Media Elements	Friday October 26
Module #9: Press Release	Sunday October 28
Module #9: Slogan & Logo & DQ #9	Wednesday October 31
Module #9: Poster & Facebook Ad	Friday November 2
Module #10: Final Project Proposal & Press Release, DQ #10	Wednesday November 7
Module #10: CD Front & Back covers	Wednesday November 14
Module #10: 2 pages CD Liner Notes	Wednesday November 21
Module #10: Poster & Billboard	Wednesday November 28
Module #10: 3 Static Ads –or—Promotional Video	Wednesday December 5

** 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.

Attendance Policy
As this is an online course, you need to check in multiple times each week. Any course work presented during the semester cannot be made up.

Incompletes
I do not give Incompletes. They are only assigned when there are extenuating circumstances such as a life-threatening 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, which is listed on the TRCC website.

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.

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

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

"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."

Statement of Policy: United States Department of Education and Office of Civil Rights

Title IX

"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 Maria Krug, the Diversity Officer and Title IX Coordinator. Her office is in C-131.

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 • ADD/ADHD • Autism Spectrum • Mental Health Disabilities
Elizabeth Willcox, Advisor Room A113 (860) 215-9289	• Medical Disabilities • Mobility Disabilities • Sensory Disability

Use of Support Service

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