



COURSE OUTLINE

Course Number ADV202	Course Title Advertising Design III: Portfolio	Credits 3
Hours: lecture/Lab/Other 1 lecture/4 studio hours	Co- or Pre-requisite DMA 105 or divisional permission	Implementation sem/year Spring 2019

Catalog description:

A more advanced exploration and survey of a variety of methods for presenting art, design, and photography in a professional manner. The development of visual problem-solving graphic design assignments that which further enhances the student's personal portfolios. Students will write their goals, both short and long range, and present them to the instructor. They will also present their current portfolio for a critique in class. Under the guidance of the instructor, the student will prepare individual portfolios suitable for presentation for transfer to another university, or to present to a client for a job interview.

Required texts/other materials:

- Texts:
Winning Portfolio for Graphic Designers, Cathi Caldwell
- USB Flash Drive: 16 GB
- Design Process Sketchbook 9" x 12"
- Notebook & Folder

Revision date:

Spring 2019

Course coordinator:

Tina LaPlaca, e-mail: laplacat@mccc.edu, 609-570-3356

Information resources:

- Digital files from the instructor's files
- Videos, DVDs, CDs, etc as available
- Text(s) on Reserve in College Library

Other learning resources:

- Open Lab Hours

Course Competencies/Goals:

The student will be able to:

1. Demonstrate graphically to express a concept, specifically the development of ideas for advertising and graphic design.
(Course Competencies 1, 2, 4 & 6; Gen Ed Goal 4 & 6)
2. Create a design comprehensive in a professional manner using typography, illustrations and photographs.
(Course Competencies 2, 3, 4 & 6; Gen Ed Goal 4 & 6)
3. Demonstrate the use of good design and composition principles of color, design, and typographical design effectively to assigned problems.
(Course Competencies 1, 2, 4 & 6; Gen Ed Goal 4 & 6)
4. Understand and use correctly most of the special terms used in the fields of advertising and printing.
(Course Competencies 1 & 5; Gen Ed Goal 4, 6, 8 & 6)
5. Present work for professional presentation to a potential client or art director and be able to orally communicate rationale in class critiques.
(Course Competencies 1 & 8; Gen Ed Goal 4 & 6)
6. Develop a sense of aesthetics, taste and proportion by creating original layouts within the specifications and limitations supplied.
(Course Competencies 1, 2, 3 & 4; Gen Ed Goal 4, 6, 8 & 9)
7. Evaluate and analyze professional design examples and student design projects for critical assessment.
(Course Competencies 1, 2, 4 & 7; Gen Ed Goal 4, 6 & 9)
8. Demonstrate various techniques and skills required to produce advertising designs and other graphic communications.
(Course Competencies 1, 2, 4 & 6; Gen Ed Goal 4 & 6)
9. Create a professional portfolio to serve in the pursuit of further education or employment.
(Course Competencies 2, 3, 4 & 6; Gen Ed Goal 4 & 6)

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals

Goal 1. Communication. Students will communicate effectively in both speech and writing.

Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Goal 8. Diversity. Students will understand the importance of a global perspective and culturally diverse peoples.

Goal 9. Ethical Reasoning and Action. Students will understand ethical issues and situations.

MCCC Core Skills

Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.

Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.

Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.

Goal D. Information Literacy. Students will recognize when information is needed, and to have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.

Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Goal G. Intra-Cultural and Inter-Cultural Responsibility. Students will demonstrate an awareness of the responsibilities of intelligent citizenship in a diverse and pluralistic society, and will demonstrate cultural, global, and environmental awareness.

Units of study in detail.

Unit I **Advertising Campaign**

The student will be able to...

- Analyze various top advertising campaigns, their purpose, themes and demographics
(Course Competencies 6)
- Demonstrate the basic principles of design: balance, emphasis, rhythm, and unity
(Course Competencies 1, 3 & 7)
- Identify and analyze target audiences and demographics
(Course Competencies 4 & 6)
- Evaluate current print campaigns in various media
(Course Competencies 4 & 6)
- Create an advertising print campaign of three ads for a specific brand
(Course Competencies 2, 3, 5, 7, 8 & 9)
- Present his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(Course Competencies 4, 5 & 6)

Unit II **Self Promotion Stationery/Resume**

The student will be able to...

- Identify key elements to a successful resume
(Course Competencies 2, 3, 5 & 7)
- Design a professional resume and personal stationery suite
(Course Competencies 2, 3, 5 & 7)
- Review writing examples, action verbs for writing an effective resume
(Course Competencies 2, 3, 5 & 7)
- Analyze various professional electronic portfolios
(Course Competencies 4 & 6)
- Create a professional Portfolio for transfer or future job employment
(Course Competencies 2 & 8)
- Present his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(Course Competencies 4, 5 & 6)

Unit III **Team Learning: Capstone Advertising Campaign**

The student will be able to...

- Analyze successful advertising campaigns by reviewing top award show winners
(Course Competencies 6)
- Identify the components of a comprehensive advertising campaign
(Course Competencies 4 & 6)
- Conceptualize, plan and execute a team campaign project
(Course Competencies 1, 2, 3, 5, 8 & 9)
- Evaluate the company's current campaign and strategize a new concept plan
(Course Competencies 6)
- Create a complete team advertising campaign that addresses all the client's needs from print, to online and promotional ideas
(Course Competencies 2, 3, 5, 7 & 8)
- Present his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(Course Competencies 4, 5 & 6)

Unit IV Portfolio and Job & Transfer Preparation

The student will be able to...

- Review and evaluate current professional designer's samples
(Course Competencies 6)
- Create a professional portfolio of student work for college transfer or job employment
(Course Competencies 1, 2, 5, 7 & 9)
- Evaluate their personal portfolios and make revisions when necessary to develop a well-rounded presentation of their artwork
(Course Competencies 4 & 6)
- Create an online digital portfolio of their artwork OR a printed one in the pursuit of further education or employment
(Course Competencies 1, 2, 3, 5, 8 & 9)
- Present his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice
(Course Competencies 4, 5 & 6)

Evaluation of student learning:

Instructional modes to be used: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work.

Lectures are accompanied by demonstrations of techniques and examples of printed materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work by including his or her work to that being discussed, and evaluated. In this way, the students learn the terms used in the field for which they are preparing. Diligent practice on assignments is essential to develop the skills required. Practice, in class lab and at home, will generally be visible in the work produced.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential.

Evaluation of progress and grades are determined by the instructor, and are based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor). The specific weight of each project shown in the grade breakdown chart in this section.

Values of quality, aesthetics, etc., based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of “D” is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of “F” will be earned by students who do not demonstrate achievement.

Critiques

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs’ strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

Evaluation/Final Course Grades

The final course grade are based on project outcomes, exercises, test scores, adherence to project due dates, and attendance. Assignments and quizzes are based upon the following considerations:

Grade Breakdown	Percent Overall Grade
<u>Attendance of lectures and presentations, participation</u> <u>with class discussions and critiques.</u> (Course Competencies 1, 4, 6 & 9)	(15%)
Project 1: Advertising Campaign (Course Competencies 2, 3, 5, 7 & 8)	(15%)
Project 2: Self Promotion/Resume (Course Competencies 2, 3, 5, 7 & 8)	(15%)
Project 3: Team Capstone (Course Competencies 2, 3, 5, & 7)	(25%)
Project 4: Final Portfolio (Course Competencies 1, 2, 3, 5 & 9)	(30%)

Academic Integrity Statement:

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student Handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).

Special Needs Accommodations:

Mercer County Community College is committed to ensuring the full participation of all students in all activities, programs and services. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA and Section 504 of the Rehabilitation Act, please contact Arlene Stinson in LB 216 stinsona@mccc.edu for information regarding support services. If you do not have a documented differing ability, remember that other resources are available to all students on campus including academic support through our Academic Learning Center located in LB 214.