



COURSE OUTLINE

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| 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 2020 |

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 or to present for a job interview.

Required texts/other materials:

• **Optional Texts:**

Winning Portfolio for Graphic Designers, Cathi Caldwell

ISBN-13: 978-0-7641-4505-6 Barron's Educational Series Inc.

- USB Flash Drive: 16 GB
- Design Process Sketchbook 9" x 12"
- Notebook & Folder

Revision date:

Spring 2020

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 Goals:

Upon successful completion of the course, the student will be able to:

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

ILGs/ 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.

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

Unit II Self Promotion Stationery/Resume

The student will be able to:

- Identify key elements to a successful resume
(CGs 2, 3, 5 & 7)
- Design a professional resume and personal stationery suite
(CGs 2, 3, 5 & 7)
- Review writing examples, action verbs for writing an effective resume
(CGs 2, 3, 5 & 7)
- Analyze various professional electronic portfolios
(CGs 4 & 6)
- Create a professional Portfolio for transfer or future job employment
(CGs 2 & 8)
- Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice
(CGs 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
(CG 6)
- Identify the components of a comprehensive advertising campaign
(CGs 4 & 6)
- Conceptualize, plan and execute a team campaign project
(CGs 1, 2, 3, 5, 8 & 9)
- Evaluate the company's current campaign and strategize a new concept plan
(CGs 6)
- Create a complete team advertising campaign that addresses all the client's needs from print, to online and promotional ideas
(CGs 2, 3, 5, 7 & 8)
- Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice
(CGs 4, 5 & 6)

Unit IV Portfolio and Job & Transfer Preparation

The student will be able to:

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

Evaluation of student learning:

Instructional modes: 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. 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.

Project Values/ Grade Breakdown

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| The final course grade are based on project outcomes, exercises, adherence to project due dates, and attendance. Assignments are based upon the following considerations: | |
| Attendance of lectures and presentations, participation with class discussions and critiques. | (10%) |
| Project 1: Advertising Campaign | (15%) |
| Project 2: Self Promotion/Resume | (15%) |
| Project 3: Team Capstone | (30%) |
| Project 4: Final Digital Portfolio | (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 can be 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 of 1973. Please contact Arlene Stinson in LB 221 stinsona@mccc.edu (609)5703525 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.

Financial Aid Application

It is recommended that student complete an application for financial aid to determine eligibility for financial assistance. The application is **FREE** and available for completion beginning **October 1, 2020** for the 2021- 22 academic year. Visit www.fafsa.edu.gov to complete your application. Applications should be completed **before** December 1, 2020. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.