PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

DIGITAL GRAPHIC DESIGN II
CGT 2005

Class Hours: 4.0    Credit Hours: 4.0
Laboratory Hours: 0.0    Date Revised: Fall 2013

Catalog Course Description:

The study of advertising design, including design research, creative strategies development, visual/verbal concepts and presentation skills. Individual and team projects.

Entry Level Standards:

Student is expected to be able to read on a college level, write using correct spelling and grammar, and have basic Macintosh computer proficiency, and be able to conduct research utilizing Internet and pertinent learning resources and techniques. Student should have sufficient manual dexterity to be able to use a graphic design industry standard keyboard and mouse simultaneously; trim, cut, score, fold, and fabricate artist’s comprehensives and mock-ups using x-acto knives and metal straight-edged rulers, rotary blade paper trimmers, scissors, and adhesives. Student should be able to make oral and visual presentations of projects and to actively participate in classroom critique sessions. Visual acuity, and correctable vision are also required.

Prerequisites:

CGT 1105 and CGT 1110 and successful portfolio review

Co-requisites:

NONE

Textbook(s) and Other Course Materials:

Creative Strategy in Advertising by Jerome Jeweler, Latest Edition

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Orientation: Course Structure; Advertising Strategy; Reading List Assigned/ Chapter 1 (Text); Review Case Studies in Advertising Design.</td>
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<tr>
<td>2</td>
<td>Developing Advertising concepts/ risk Taking; Group Brainstorming Exercise; Review chapter 1; Review Case Studies in Advertising Design; assign Project 1 (Individual); assign Chapter 2</td>
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<tr>
<td>3</td>
<td>Advertising concepts (Cont.); Exercises in Concept Development; Review Art Direction/Visual/Verbal Synergy; Review Chapter 2; Review Case Studies in Advertising Design; Design Development: Project 1; Assign Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>Art Direction/Type and Image; Individual Critiques: concept Development Project 1; Review Chapter 3; Art Direction/Visual/Verbal Synergy; Quiz #1; Design Development: Project 1; Assign Chapter 4.</td>
</tr>
</tbody>
</table>
Presentation; Presentation Techniques; Role Playing/Peer Review; Review Chapter 4; Presentation: Project 1/ Peer Evaluation; Assign Chapter 5

The Advertising Campaign/Teamwork; The Advertising Agency/Field Trip; Market Research; Assign Project 2 (Creative Teams); Review Chapter 5; Assign Chapter 6.

Advertising Media / Newspaper, Magazine Presentation: Team Creative Strategies; Development: Project 2; Review Chapter 6; Assign Chapter 7

Advertising Media / Outdoor / Internet; Individual Team Critiques / Design Development: Project 2; Review Chapter 7; Quiz #2; Assign Chapter 10; Individual Student mid-term Evaluations.

Presentation Techniques / Formatting the Portfolio Demonstration: Materials and Processes of Effective Visual Presentation; Final Individual Team Critiques: Project 2; Evaluation / Group Critique; Assign Project 3 (Individual); Assign Chapter 11.

The Advertising Portfolio; Review Optional Portfolio Formats; Portfolio Self-Evaluation Assessment (Checklist); Guest Presenters: Art Designers / Graphic Designers and Their Portfolios; Design Development: Project 3; Review Chapter 11; Assign Chapter 12.

Presentation Techniques / Design Refinement / Group Critiques; Review Chapter 12; Final Individual Team Critiques: Project 3; Design Development: Project 3; Assign Chapter 13.

Direct Response Advertising / Self-Promotion; Design Development: Project 3; Presentation: Project 3; Peer Evaluation; Review Chapter 13; Assign Project 4 (Individual); Design Development: Project 4; Quiz #3.


Final Individual Critiques: Project 4; Presentation: Project 4. Individual Portfolio Evaluation;

Final Exam Period

II. Course Goals*

The course will:

A. Enhance student development of conceptual problem-solving skills. I, II, III, IV

B. Expand the student’s ability to formulate creative strategies based on research. I, II, III, IV

C. To help the student to become familiar with advertising media, copy and layout formats. I, II, IV

D. Direct the student to develop presentation skills in written, oral and visual formats. I, II, III, IV

E. Guide the student toward development of a professional advertising portfolio. I, II, III, IV

F. Encourage the student to take design risks and reward experimentation. I, II, III, IV

*Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.
III. Expected Student Learning Outcomes*:

Students will be able to:

1. Conduct basic research as the basis for creative problem solving. A,B,C,F
2. Create an advertising campaign as a member of a creative team, incorporating print, outdoor, direct mail and related media. A,B,C,D,E,F
3. Work with digital technology in creating portfolio pieces. A,B,C,D,E,F
4. Become familiar with the organizational structure, the ethical responsibilities, and the social context of the advertising agency as a distinct entity within the visual communications industry. A,B,C
5. Write advertising copy, both headlines and text, directed to a specific target audience. A,B,C,D,F
6. Present a professional advertising portfolio in a job interview. D,E,F
7. Successfully formulate creative strategies for advertising concepts. A,B,C,D,E,F
8. Make effective oral and written presentations of advertising concepts. A,C,D,E
9. Work in a team concept and adapt to changing project parameters. B,D,F
10. Work in teams to develop their interpersonal and conflict resolution skills. B,D,F
11. Apply formal copy formats to advertising concepts. B,C,D,E
12. Art direct advertising campaigns using both traditional and experimental layout formats as a foundation for design. A,B,D,E
13. Develop enhanced skills in art direction to assure an entry-level standard for visibility, interest, promise and simplicity in their projects. A,B,D,E
14. Critically analyze advertising using objective evaluation criteria. B,D,E,F
15. Complete a personal portfolio evaluation in anticipation of final refinement for graduation. A,B,D,E
16. Demonstrate enhanced problem-solving skills and techniques for conceptualizing and designing for advertising. A,B,C,D,E
17. Prepare a job resume and cover letter. A,B,D

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 35% of grade

Two Quizzes – 20%
Each quiz will consist of questions taken from lectures and text.
Final Written Exam – 15%
B. Laboratory Expectations:

Students will find it necessary to spend additional time in the Macintosh lab in order to successfully complete assignments.

C. Field Work:

None

D. Other Evaluation Methods: 65% of grade

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<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Portfolio of Projects</td>
<td>50%</td>
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<tr>
<td>Notebook</td>
<td>5%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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There will be 4 projects (12.5% each). Evaluation criteria will include: research, visual/verbal concept, art direction, teamwork, and presentation.

(3 ring binder) of copy and design from ad specimens

E. Grading Scale:

The final grade will be calculated from the factors as mentioned above and will be evaluated on a standard scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>92–100</td>
</tr>
<tr>
<td>B+</td>
<td>89–91</td>
</tr>
<tr>
<td>B</td>
<td>82–88</td>
</tr>
<tr>
<td>C+</td>
<td>79–81</td>
</tr>
<tr>
<td>C</td>
<td>72–78</td>
</tr>
<tr>
<td>D</td>
<td>65–71</td>
</tr>
<tr>
<td>F</td>
<td>Below 65</td>
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</table>

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

**Other Policies—CGT Program:**
1. **Roll** - Roll will be taken at the beginning of the class period. Three tardies will count as one absence. In the event that you are late, be sure to have the instructor mark you present. Leaving class early without prior approval from the instructor is not acceptable.
2. **Make-up Work** - In the event of an absence, students must use their own initiative to secure lecture notes, assignments, and other information that might have been covered during the class period.
3. **Cell Phones** - Please make sure all cell phone ringers are turned off during class periods. Taking or making calls during scheduled class time is not appropriate unless the instructor has prior knowledge of a critical or sensitive situation that may warrant an immediate response.
4. **Internet** - Checking e-mail or surfing the web during class is not an appropriate use of scheduled instructional time unless it relates to a specific assignment for this class.
5. **Music/MP3 players** - Listening to music or any recorded material not specifically related to subject matter being taught in this class is not appropriate during scheduled class time.
6. **Lab Usage** - Please remember that the Pellissippi State’s policy states NO FOOD OR DRINK in classrooms. That policy is especially important in computer labs. Our Mac labs are the best in the region—keep them clean!