

Pellissippi State Community College
Master Syllabus

DIGITAL GRAPHIC DESIGN II
CGT 2005

Class Hours: 4.0
Laboratory Hours: 0.0

Credit Hours: 4.0
Revised: Spring 2017

Catalog Course Description

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

Prerequisites

CGT 1105 and CGT 1110 and successful portfolio review

Corequisites

None

Textbook and Other Reference Materials

Textbooks

Creative Strategy in Advertising by Jerome Jeweler, 11th Edition

Required Materials

Xacto knife and #11 blades, metal ruler, adhesive (ATG tape),
mat board as specified by instructor, 8.5 × 11 and 12 × 18 laser writer paper,
USB flash drive or SDXC card (4 Gigabyte or larger)
Recommended — Cloud server subscription (iCloud, DropBox, OneDrive, etc.)

Week / Unit / Topic Basis

Week / Topic

1. Orientation: Course Structure; Advertising Approach and Strategy
Reading: Creative Strategy in Advertising (CSA) Chapter 1 - Creativity and Chapter 8 - Layouts
Project 1 Assigned
2. Review: Art Direction/Visual/Verbal Synergy (*review from DGD 1*)
Review Chapters 1 and 8
Project 1: Development
3. Developing Advertising Concepts / Risk Taking
Reading: Chapter 3 – Uncovering Insights, Chapter 5 – Strategy, and Chapter 6 - Ideas
Quiz #1: Chapters 1 and 8
Project 1 Critique / Project 2 Assigned
4. Review Chapter 3, 5 and 6 / Market Research (in conjunction with Library/ERC staff)
Project 1 Due
5. Reading: Chapter 4 - Inclusion
Project 2 Design Development

6. Review: Chapter 4
Quiz #2: Chapters 3, 4, 6 and 7
Project 2 Critique / Project 3 Assigned
7. Corporate and Event Marketing
Reading: Chapter 2 – Branding and Chapter 13 – Integrated Marketing Communications
Project 2 Due / Individual Student mid-term Evaluations
8. Review: Branding and Integrated Marketing Communications
Reading: CSA Chapters 10 - Television, Chapter 11 – Direct Marketing, and Chapter 12 – Social Media **Project 4 Assigned**
9. Review: CSA Chapters 10 - Television, Chapter 11 – Direct Marketing, and Chapter 12 – Social Media **Project 3: Design Development and Individual Critiques**
10. Other Advertising Media: Outdoor, Online, Guerilla, Specialty, etc
Project 3 Critique
11. The Job Resume; Review Cover Letter / Resume Formats; Presentation Techniques
Project 3 Due
12. Project 4: Design Development
13. Project 4: Design Development and Individual Critiques
14. Project 4: Design Development
- 15. Project 4: Presentations Due.** Final Exam

NOTE: This syllabus is subject to modification by instructor to best meet the educational progression of the students in this course.

Course Goals

NOTE: Roman numerals after course objectives reference goals of the Media Technologies — Communication Graphics program.

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

Expected Student Learning Outcomes

NOTE: Letters after performance expectations reference the course goals listed above

The student will

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

Evaluation

Testing Procedures: 35% of Grade

2 Quizzes – 20%

Final – 15%

Students will be tested on material from reading assignments, lectures, class handouts, etc. (Missed tests or quizzes may not be made up without instructor approval.)

Laboratory Expectations

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

Field Work

None

Other Evaluation Methods: 65% of Grade

Portfolio: 50%

There will be 4 projects (12.5% each). Evaluation criteria will include: research, visual/verbal concept, art direction, teamwork, and presentation.

Notebook: 5%

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

Participation

10% (in-class exercises, role-playing and teamwork)

Grading Scale

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

A 92–100; B+ 89–91; B 82–88; C+ 79–81; C 72–78; D 65–71; F Below 65

Policies

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.

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.

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 Disability Services (DS) in order to receive accommodations in this course. Disability Services (<http://www.pstcc.edu/sswd/>) may be contacted via Disability Services email or by visiting Alexander 130.

Other Policies

CGT Program

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.

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.

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.

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.

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.

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!