

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

DIGITAL GRAPHIC DESIGN II
CGT 2000

Class Hours: 5.0

Credit Hours: 5.0

Laboratory Hours: 0.0

Date Revised: Fall 1998

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:

The student is expected to be able to read on a college level, write using correct spelling and grammar, be computer literate, and be able to conduct research utilizing Internet and pertinent learning resources and techniques.

Prerequisites:

CGT 1100 and successful portfolio review

Textbook(s) and Other Reference Materials Basic to the Course:

Creative Strategy in Advertising by Jerome Jeweler

I. Week/Unit/Topic Basis:

Week	Topic
1	Orientation: Course Structure; Advertising Strategy; Reading List Assigned / Chapter 1 (Text); Review Case Studies in Advertising Design
2	Developing Advertising Concepts / Risk Taking; Group Brainstorming Exercises; Review Chapter 1; Review Case Studies in Advertising Design; Assign Project 1 (Individual); Assign Chapter 2
3	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
4	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
5	Presentation; Presentation Techniques; Role Playing / Peer Review; Review Chapter 4; Presentation: Project 1 / Peer Evaluation; Assign Chapter 5

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| 6 | The Advertising Campaign / Teamwork; The Advertising Agency / Field Trip; Market Research; Assign Project 2 (Creative Teams); Review Chapter 5; Assign Chapter 6 |
| 7 | Advertising Media / Newspaper, Magazine Presentation: Team Creative Strategies; view Team Research; Design Development: Project 2; Review Chapter 6; Assign Chapter 7 |
| 8 | Advertising Media / Outdoor / Internet; Individual Team Critiques / Design Development: Project 2; Review Chapter 7; Quiz #2; Assign Chapter 10; Individual Student Mid-Term Evaluations |
| 9 | Presentation Techniques / Formatting the Portfolio Demonstration: Materials and Processes of Effective Visual Presentation; Final Individual Team Critiques: Project 2; Review Chapter 10; Presentation: Project 2; Peer Evaluation / Group Critique; Assign Project 3 (Individual); Assign Chapter 11 |
| 10 | 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 |
| 11 | Presentation Techniques / Design Refinement / Group Critiques; Review Chapter 12; Final Individual Team Critiques: Project 3; Design Development: Project 3; Assign Chapter 13 |
| 12 | 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 |
| 13 | The Job Resume; Review Cover Letter / Resume Formats; Individual Critiques: Project 4 Concepts; Design Development: Project 4; Quiz #3 |
| 14 | Design Development: Project 4; Final Individual Critiques: Project 4; Presentation: Project 4 |
| 15 | Individual Portfolio Evaluation; Course Evaluation |
| 16 | Final |

II. Course Objectives*:

- A. To help the student develop conceptual problem-solving skills. I, II, III, IV
- B. To help the student 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. To help the student develop presentation skills in written, oral and visual formats. I, II, III, IV
- E. To help the student develop a professional advertising portfolio. I, II, III, IV
- F. To encourage the student to take risks and reward experimentation. I, II, III, IV

*Roman numerals after course objectives reference goals of the CGT program.

III. Instructional Processes*:

Students will:

1. Make an oral presentation to the class outlining their individual project objectives for the semester. *Communication Outcome, Personal Development Outcome, Information Literacy Outcome,*

Active Learning Strategies

2. Participate in group peer critiques of individual portfolios and make recommendations for improvement both orally and through written peer portfolio evaluation forms. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Transitional Strategies, Active Learning Strategies*
3. Conduct basic research as the basis for creative problem-solving. *Problem Solving/ Decision Making Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
4. Create an advertising campaign as a member of a creative team, incorporating print, outdoor, direct mail and related media. *Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
5. Work with digital technology in creating portfolio pieces. *Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Information Literacy Outcome, Active Learning Strategies*
6. Work in teams to develop their interpersonal and conflict resolution skills. *Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategies, Active Learning Strategies*
7. 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. *Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Transitional Strategies,*
8. Write advertising copy, both headlines and text, directed to a specific target audience. *Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome*
9. Develop enhanced skills in art direction to assure an entry-level standard for visibility, interest, promise and simplicity in their projects. *Personal Development Outcome, Problem Solving/ Decision Making Outcome, Transitional Strategies, Active Learning Strategies*
10. Prepare a job resume, cover letter and individual portfolio. *Communication Outcome, Personal Development Outcome, Problem Solving/ Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Transitional Strategies, Active Learning Strategies*
11. Develop positive interview skills. *Communication Outcome, Personal Development Outcome, Transitional Strategies*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

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

1. Present a professional advertising portfolio in a job interview. B, C, D, E, F

2. Successfully formulate creative strategies for advertising concepts. A, B, C, D, E
3. Make effective oral and written presentations of advertising concepts. A, B, D, E
4. Work in a team concept and adapt to changing project parameters. B, D, F
5. Apply formal copy formats to advertising concepts. B, C, D, E
6. Art direct advertising campaigns using both traditional and experimental layout formats as a foundation for design. A, B, D, E
7. Use digital media in the development of finished art. A, B, C, D, E
8. Critically analyze advertising using objective evaluation criteria. B, D, E, F
9. Complete a personal portfolio evaluation in anticipation of final refinement for graduation. A, B, D, E
10. Apply with resume and cover letter for a summer job or internship. A, E
11. Have enhanced problem-solving skills and techniques for conceiving and designing advertising. A, B, C, D, E

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 30% of grade

There will be three non-cumulative quizzes (10% each) during the semester. Each quiz will consist of questions taken from lectures and text.

B. Laboratory Expectations: 20% of grade

Notebook (3-ring binder) of copy and design format specimens: 10%

In-class exercises of advertising concepts, role playing and teamwork: 10%

C. Field Work: 40% of grade

Electronic Portfolio (laser printed): 40%

There will be 4 projects (10% each). Evaluation criteria will include: research, visual / verbal concept, art direction, teamwork, presentation.

D. Other Evaluation Methods: 10% of grade

Risk taking / creative thinking: 10%

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.

Attendance will be taken and students will be responsible for all material and lectures completed.

No make-up quizzes will be given except for documented illness, emergencies, or other valid excuses (such as jury or military duty). A written excuse will be required. No incomplete will be given for a

final grade. Failure to meet deadlines and participate in group critiques will result in a grade of "F" for any given project. Each student is expected to maintain weekly dialogue with the professor concerning project status. Note: The advertising campaign assignment is a group project. All students are expected to contribute equally to the team effort.