

Paier College of Art Inc.
Hamden, Connecticut

Student Course Outline

Course Title: Advertising Design 1

Course No: GD201

Semester Hours: 2

Clock Hrs Per Wk: 3

Semester: Fall 2015

Instructor: Pete Miserendino

Friday 8:30-11-20am

Course Description:

Introduction to designing and production of advertisements and advertising materials. Typography, layout, rendering and mechanical preparations are studied.

Course Objective:

To familiarize the student with the ability to communicate, evoke emotion and secure a response thru design and concept using the elements of Layout, Typography and Visuals

Topical Outline:

1. Lectures

Lectures on both esthetic and practical use of layout/design as it applies to today's media

2. Communication Objectives

a. Concepting a Layout

3. Layout Elements

a. Effective use of Type, Visuals and Copy

4. Presentation

a. Preparation of layout/comprehensives

b. Use of materials.

c. Standards of Execution

d. Personality & Communications Skills

5. Assignments will include:

Various Layout designs produced to final presentation stage.

Textbook: (none required)

Lap-Top Requirement*

This course reflects the industry's need for state of the art technology. It is therefore highly recommended that you obtain your own laptop and the appropriate software. The department can make suggestions as to which model, and some discounts are available thru the school. The school will not make repairs or service the computers, but can suggest outside sources if needed.

**Students who truly can't obtain a laptop will be required to use the school's computers when available*

Course Materials:

Tracing Paper Pad*,
Layout Paper Pad*,
T Square (approx 24" inches long)
Triangle, (minimum 14" in height)
Ruler (minimum 18")
Pencils
Drafting Tape
Staedtler Mars Plastic Eraser (preferred) or Kneaded Eraser
*11"x14" minimum size

Academic Expectations:

Assignments:

Completion of all assignments is mandatory. Each project is to be printed and handed in with your name on it in order to receive a grade. Projects will not be handed back, so make an additional copy for your portfolio if you wish. Projects are to be delivered on time.

Grading:

Factors important to grading are: enthusiasm, participation, creativity and accuracy with regards to project requirements. Attendance is also a factor (see following).

Make-Up:

All assignments will have a due date. Any assignment not presented by its due date will be marked late and must be made up. Late make-up assignments will have 10 points taken off for each week of lateness. All make-up assignments must be completed correctly and handed in by the end of the semester or no credit will be given for the course.

Assignments that must be made-up because of medical or extra-ordinary circumstances will be taken into account if they are documented.

Attendance:

Attendance will be taken at the beginning of each class. Two unexcused absences are allowed during the course. A third or more must have a legitimate reason with a written explanation to be considered excusable and not affect your grade. Students are expected to be on time for the beginning of class. Three accumulated latenesses will be considered an absence. For more information on attendance, consult the student handbook.

Bibliography: None