

semester hours: 2 credits

clock hours: 3

1 hour lecture / 2 hours studio

days: Tuesday

time: 8:30am–11:20am

*Please ask if you have any questions  
or problems understanding the material.  
I will be happy to assist you.*

PAIER COLLEGE OF ART

Fall Semester 2015

Advertising Design III • course: GD301 / section: 01

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INSTRUCTOR—CONTACT:

Tammy Vaz / email: vazclass@yahoo.com

COURSE DESCRIPTION:

A course in the preparation of finished art for client presentation and the speed necessary for creating advertising layouts. Finished work for mailers, packaging, and illustrations. *Prerequisite: GD202.*

COURSE OBJECTIVE:

The student will learn how to handle all types of advertising assignments from initial concept to finished work and mechanical. Student will engage in evaluating and solving issues related to producing finished work.

TEXTBOOK:

None required

COURSE MATERIALS:

*(Be prepared to work during each class session)*

Apple Macintosh Laptop (with Adobe CS software)

Pantone Book (recommended)

T-Square

Drafting tape or masking tape

Triangle

Xacto knife and small box of #11 blades

Tracing paper (11" x 14" min.)

Pilot razor point pen (1 black, 1 red)

Layout paper (11" x 14" min.)

Markers

Eraser (Staedtler Mars Plastic or Kneaded)

See-thru Typespec scale ("E" scale)

Graphics ruler—24" (metal showing inches as well as picas & points)

White foam core board (as needed)

*\*\*Please wait to meet with me BEFORE purchasing materials.*

EVALUATION AND GRADING CRITERIA:

Your final grade will be determined by a combination of projects, class attendance and participation.

200 points = Attendance/Participation

800 points = 3 Projects (Projects 1-2=250 pts. each / Project 3=300 pts.)

ATTENDANCE:

Class attendance is mandatory! Class absences without legitimate excuses (legitimate excuse = doctor's note required) will affect your final grade.

Attendance is taken in all classes. Two unexcused absences are allowed in a two-semester-hour class, three in a three-semester-hour class, etc. Medical and all other absences must be documented or they will be treated as unexcused absences.

Students are required to appear promptly for their classes. Arrival of five minutes after starting time will result in being marked late. Students leaving class early will result in being marked tardy or absent by the instructor. Three accumulated latenesses per semester will count as one absence.

*(For more information on attendance, consult the student handbook.)*

CLASS PARTICIPATION:

Students are expected to participate in and actively contribute to all aspects of the course including class discussions, critiques, research, in-class assignments and projects.

## EXPECTATIONS

### ASSIGNMENTS:

Completion of all assignments is mandatory. Each final project is to include a print out and a PDF file of the final assignment. Projects will not be handed back, so make an additional copy for your portfolio if you wish. Projects are to be delivered on time.

### MAKE-UP:

All projects are due on the day and time clearly stated on assignment sheets and participation in each assignment's critique is mandatory. 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 late. No make-up assignments will be accepted after the 2nd week past the due date not including final assignment (final date is mandatory). Assignments that must be made-up because of medical or extra-ordinary circumstances will be taken into account if they are documented.

## SCHEDULE

### Week 1

*Lecture:* Introduction to course. Course materials will be reviewed.

### Week 2

*Lecture:* Introduce Prj. #1-Book Jacket; create comps for Prj. #1.

*Homework:* Complete comps for Prj. #1.

### Week 3

*Lecture:* Critique Prj. #1 progress; create 3 design options for Prj. #1.

*Homework:* Complete 3 design options for Prj. #1.

### Week 4

*Lecture:* Critique Prj. #1 progress; design final for Prj. #1.

*Homework:* Begin Prj. #1 final.

### Week 5

*Lecture:* Critique Prj. #1 progress; cont. to design final for Prj. #1.

*Homework:* Create Prj. #1 final.

### Week 6

*Lecture:* Critique Prj. #1; In-Class Exercise regarding Campaign layout options.

*Homework:* Complete Campaign layout-to be used for design (Prj. #2).

Select good & bad examples of advertising mailers-bring to class-Week 7.

### Week 7

Students are required to bring in good & bad examples of advertising mailers.

*Lecture:* Critique Prj. #1; introduce Prj. #2-Campaign; create comps for Prj. #2.

*Homework:* Complete comps for Prj. #2.

### Week 8

*Lecture:* Critique Prj. #2 progress; create 3 design options for Prj. #2.

*Homework:* Complete 3 design options for Prj. #2.

### Week 9

*Lecture:* Critique Prj. #2 progress; design final for Prj. #2.

*Homework:* Begin Prj. #2 final.

### Week 10

*Lecture:* Critique Prj. #2 progress; cont. to design final for Prj. #2.

*Homework:* Create Prj. #2 final.

### Week 11

*Lecture:* Critique Prj. #2; introduce Prj. #3-Packaging; create comps for Prj. #3.

*Homework:* Complete comps for Prj. #3.

## SCHEDULE (CONT.)

### Week 12

Lecture. Critique Prj. #3 progress; create 3 design options for Prj. #3.  
*Homework:* Complete 3 design options for Prj. #3.

### Week 13

Lecture. Critique Prj. #3 progress; design final for Prj. #3.  
*Homework:* Begin Prj. #3 final.

### Week 14

Lecture. Critique Prj. #3 progress; cont. to design final for Prj. #3.  
*Homework:* Create Prj. #3 final.

### Week 15

*Lecture: Printing.* Critique Prj. #3.

### Week 16

TBD-FINAL TBD.

## BIBLIOGRAPHY

Adobe Creative Team: *Classroom in a Book, Adobe Illustrator CS6, 2012*  
Adobe Creative Team: *Classroom in a Book, Adobe InDesign CS6, 2012*  
Adobe Creative Team: *Classroom in a Book, Adobe Photoshop CS6, 2012*  
Bann, David.: *The All New Print Production*  
Biggs, John R: *Basic Typography*  
Bringhurst, Robert: *The Elements of Typographic Style*  
Cardamone, Tom: *How to Buy & Spec Type*  
Carter, Rob, Day, Ben & Meggs, Philip: *Typographic Design: Form and Communication*  
Craig, James: *Designing with Type*  
Dabner, David, Stewart, Sandra & Zempel, Eric: *Graphic Design School: The Principles and Practice of Graphic Design*  
Dair, Carl: *Design with Type*  
Faiola, Anthony: *Typography Primer*  
Felton, George: *Advertising Concept and Copy*  
Gates, David: *Type*  
Haley, Allan: *Photo Typography*  
International Paper Company: *Pocket Pal*  
King, Jean Callan & Esposito, Tony: *The Designer's Guide to Text Type*  
Koenig, Becky: *Color Workbook*  
Lane, Ron, King, Karen & Reichert, Tom: *Kleppner's Adv. Procedure, 18th Ed.*  
Lewis, John: *Typography-Design & Practice*  
Macario, Joyce Walsh: *Graphic Design Essentials: Skills, Software, and Creative Solutions*  
Ogg, Oscar: *A History of the Alphabet-The 26 Letters*  
Pipes, Alan: *Productions for Graphic Designers, Fifth Edition*  
Rousseau, David Harland & Phillips, Benjamin Reid: *Storyboarding Essentials*  
Smith, Keith A.: *Structure of the Visual Book*  
Wheeler, Susan G. & Wheeler, Gary S.: *The Visual Design Primer*  
Magazines: *Advertising Age, Advertising Techniques, Communication Arts, HOW Magazine, Print Magazine, Printing Impressions, U&Lc*  
Annuals: *Annual of Advertising, The Art Directors Club Annual, HOW International Design Annual*