

semester hours: 2 credits

clock hours: 3

1 hour lecture / 2 hours studio

days: Monday

time: 12:00pm–2:50pm

*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 Portfolio I • course: GD403 / section: 01

INSTRUCTOR–CONTACT:

Tammy Vaz / email: vazclass@yahoo.com

COURSE DESCRIPTION:

A course dealing with solutions to a single advertising theme – the campaign covering TV, newspapers, billboards, brochures, and three-dimensional designs, and the development of a professional portfolio. Consideration of advertising employment opportunities and requirements. Prerequisite: third year Graphic Design program.

COURSE OBJECTIVE:

This course will explain to you how to work with all kinds of people which are needed in the field of advertising. (Illustrators, photographers, models, retouchers, printers, film makers, etc.). During the course, all types of portfolios will be explained and examined. The student will learn to design his portfolio for the area in which they will seek employment.

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 (Staentler 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 = 4 Projects (200 pts. each)

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.)

EXPECTATIONS

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.

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-Brochure (Each student will design assignment to fit his/her portfolio needs.); 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: Create Prj. #1 final.

Week 5

Lecture: Critique Prj. #1; Introduce Project #2-Campaign; create comps for Prj. #2.

Homework: Complete comps Prj. #2.

Week 6

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

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

Week 7

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

Homework: Create Prj. #2 final.

Week 8

Lecture: Critique Prj. #2; introduce Prj. #3-Promotional Kit (Each student will design assignment to fit his/her portfolio needs.); create comps for Prj. #3.

Homework: Complete comps Prj. #3.

Week 9

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

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

SCHEDULE (CONT.)

Week 10

Lecture. Critique Prj. #3 progress; design final for Prj. #3.

Homework: Create Prj. #3 final.

Week 11

Lecture. Critique Prj. #3; introduce Prj. #4–Free Assignment (Each student will design assignment to fit his/her portfolio needs.); create comps for Prj. #4.

Homework: Complete comps for Prj. #4.

Week 12

Lecture. Critique Prj. #4 progress; create 3 design options for Prj. #4.

Homework: Complete 3 design options for Prj. #4.

Week 13

Lecture. Critique Prj. #4 progress; design final for Prj. #4.

Homework: Create Prj. #4 final.

Week 14

Lecture. Critique Prj. #4.

Homework: Prepare portfolio for review.

Week 15

Lecture. Portfolio review.

Week 16

Lecture: 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 & Zempol, Eric: *Graphic Design School: The Principles and Practice of Graphic Design*
Dair, Carl: *Design with Type*
Faola, 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*