



EL CAMINO COLLEGE
COURSE OUTLINE OF RECORD – Approved

I. Course Information

Subject: ART
Course Number: 232
Descriptive Title: Advertising Design II
Division: Fine Arts
Department: Art
Course Disciplines: Graphic Arts

Catalog Description:

This course is a continuation of Advertising Design I. Emphasis is placed on the development of a strong foundation for visualizing design problems and formulating their solutions as well as the correlation of form with content, function, and context. Materials will be prepared for portfolio presentation.

Conditions of Enrollment:

Prerequisite: Art 132 with a minimum grade of C

Course Length: Full Term

Hours Lecture (per week): 2
Hours Laboratory (per week): 4
Outside Study Hours: 4
Total Hours: 108

Course Units: 3

Grading Method: Letter Grade only
Credit Status: Credit, degree applicable

Transfer CSU: Yes Effective Date: Prior to July 1992
Transfer UC: No Effective Date:

General Education:

ECC:
Term: **Other:**

CSU GE:
Term: **Other:**

IGETC:
Term: **Other:**

II. Outcomes and Objectives

A. Student Learning Outcomes (SLOs) (The course student learning outcomes are listed below.)

SLO #1 Presentation

Students will be able to organize and verbally deliver a presentation describing the thought process of their visual work.

SLO #2 Demographics

Students will be able to identify a target demographic for a product or service.

SLO #3 Descriptive Summary

Students will be able to write a clear, descriptive summary of their visual project development.

B. Course Objectives (The major learning objective for in this course are listed below)

1. Conceive, plan, and coordinate the concurrent production of advertising campaign themes to be used in three different advertising mediums.
2. Assess and address needs and advertising stipulations to meet client concerns.
3. Evaluate and implement advertising strategies that appeal to specific target audiences.
4. Research, select, and use production methods, materials, and equipment for producing finished comprehensive layouts.
5. Prepare and present design concepts to clients and defend the rationale for choices made.
6. Create a body of portfolio quality art work; properly prepare the work for presentation; assure the inclusion of various styles, techniques, media, and personal expression; explain and defend conceptual and technical choices.

III. Outline of Subject Matter

(Topics should be detailed enough to enable an instructor to determine the major areas that should be covered to ensure consistency from instructor to instructor and semester to semester.)

Major Topics

I. Review of Design Methods and Processes (2 hours, lecture)

A. Layout and paste-up, agency-client relationships, design principles and elements, concept and theme development, copy blocks and topography, production and printing

II. Review of Design Methods and Processes (4 hours, lab)

A. Layout and paste-up, agency-client relationships, design principles and elements, concept and theme development, copy blocks and topography, production and printing

III. Review of Design Principles (2 hours, lecture)

A. Balance, direction, emphasis, and unity

IV. Review of Design Principles (4 hours, lab)

A. Balance, direction, emphasis, and unity

V. Review of Design Elements (2 hours, lecture)

A. Line, tone, shape, texture, and color

VI. Review of Design Elements (4 hours, lab)

A. Line, tone, shape, texture, and color

VII. Review of Design Mediums (2 hours, lecture)

A. Magazine, newspaper, broadcast, outdoor, product, and in-store

VIII. Review of Design Mediums (4 hours, lab)

- A. Magazine, newspaper, broadcast, outdoor, product, and in-store

IX. Application of Techniques and Methods (24 hours, lecture)

- A. Conceiving, planning, and coordinating the production of advertising designs
- B. Assessing and addressing client needs and stipulations
- C. Assessing and implementing advertising strategies that appeal to specific target audiences
- D. Researching and selecting production tools, materials, media and equipment
- E. Preparing and presenting design concepts and rationales to clients
- F. Budgeting time and planning work schedules

X. Application of Techniques and Methods (48 hours, lab)

- A. Conceiving, planning, and coordinating the production of advertising designs
- B. Assessing and addressing client needs and stipulations
- C. Assessing and implementing advertising strategies that appeal to specific target audiences
- D. Researching and selecting production tools, materials, media and equipment
- E. Preparing and presenting design concepts and rationales to clients
- F. Budgeting time and planning work schedules

XI. Portfolio Development (4 hours, lecture)

- A. Determine the purpose and criteria of portfolios
- B. Creating and adhering to an action plan
- C. Presenting sufficient quantities of art work in various styles, techniques, and media
- D. Preparing art work to achieve a consistent and qualitative portfolio presentation
- E. Selecting mat boards and other materials appropriate to the mounting and display of finished art work
- F. Establishing guidelines for assembling and submitting portfolios

XII. Portfolio Development (8 hours, lab)

- A. Determine the purpose and criteria of portfolios
- B. Creating and adhering to an action plan
- C. Presenting sufficient quantities of art work in various styles, techniques, and media
- D. Preparing art work to achieve a consistent and qualitative portfolio presentation
- E. Selecting mat boards and other materials appropriate to the mounting and display of finished art work
- F. Establishing guidelines for assembling and submitting portfolios

Total Lecture Hours:	36
Total Laboratory Hours:	72
Total Hours:	108

IV. Primary Method of Evaluation and Sample Assignments

A. Primary Method of Evaluation (choose one):

- 3) Skills demonstration

B. Typical Assignment Using Primary Method of Evaluation

Photograph yourself or another person four times. Each photograph shall represent a different emotion. Create four editorial layouts that incorporate one photograph per layout. Include poetry, quotations, anecdotes, and other similar materials that reinforce the respective emotion with each layout.

C. College-level Critical Thinking Assignments

Critical Thinking Assignment 1:

Create a nine-grid television storyboard indicating the primary production scenes in sequence. Also indicate support items such as music, voice-overs, action, and special effects. Art work and presentation must be sufficient to serve as the production guide for videotaping a thirty second commercial.

Critical Thinking Assignment 2:

Select a theme and design a series of at least four stamps. Use imagery and type as design elements and create a minimum of four visual layers per stamp. Present a finished comprehensive layout of the series on 15"x 20" black illustration board.

D. Other Typical Assessment and Evaluation Methods

Other Evaluation Methods:

Class Performance, Completion, Homework Problems, Matching Items, Multiple Choice, Other (specify), True/False

V. Instructional Methods

Instructional Methods:

Demonstration, Discussion, Lab, Lecture, Other (specify)

If other:

Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.

VI. Work Outside of Class

Problem solving activity, Required reading, Skill practice, Study

If Other:

VII. Texts and Materials

A. Up-to-date Representative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)

Roy Paul Nelson, The Design of Advertising, 7th ed., McGraw-Hill, 1996.

Qualifier Text: Industry Standard

B. Alternative Textbooks: (Please use the following format: Author, Title, Edition, Publisher, Year. If you wish to list a text that is more than 5 years old, please annotate it as a "discipline standard".)

C. Required Supplementary Readings

D. Other Required Materials

VIII. Conditions of Enrollment

A. Requisites (Course Prerequisites and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite: Prerequisite
Category: sequential

Requisite course(s): List both prerequisites and corequisites in this box.

Art 132 with a minimum grade of C

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

Create designs that function appropriately for the major advertising mediums: magazine, newspaper, broadcast, outdoor, product, and in-store.

ART 132 - Create designs that function appropriately for the major advertising mediums: magazine, newspaper, broadcast, outdoor, product, and in-store.

Produce paste-ups, select type, font styles, and paper stock, for finished art work in response to specific advertising needs, market surveys, and the target audience.

ART 132 - Produce paste-ups and select type, font styles, and paper stock for finished art work in response to specific advertising needs, market surveys, and target audiences.

B. Requisite Skills: (Non-Course Prerequisite and Corequisites) Skills needed without which a student would be highly unlikely to succeed.

Requisite:

Requisite and Matching Skill(s): Bold the requisite skill(s). If applicable

C. Recommended Preparations (Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite course:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).

D. Recommended Preparation (Non-Course) (Skills with which a student's ability to succeed will be strongly enhanced.)

Requisite:

Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable

E. Enrollment Limitations

Enrollment Limitations and Category:

Enrollment Limitations Impact:

Course Created by: Rodman de la Cruz on 04/01/1988

Original Board Approval Date:

Last Reviewed and/or Revised by: Andrea Micallef

Date: 03/31/2021

Last Board Approval Date: 06/21/2021