Introduction to Advertising Design

Carroll High School Career Tech   Mrs. Bolton   RmA140   klisenby@ozarkcityschools.net

Course Description

Introduction to Advertising Design is a one-credit course that provides students with orientation experiences and laboratory safety for working in an advertising design studio environment both individually and with others. Topics of study include art history, art production, art criticism, design elements and principles, and materials and media utilized in the field of visual communication. Particular emphasis is placed on related academic skills. Successful completion of this course prepares students for the next course in the Advertising Design program. Students participate in SkillsUSA as an integral part of the instruction program.

Prerequisite

There is no prerequisite required for this course.

Course Goals

Students will:

1. Research art careers and the education required to pursue them.
2. Interact with the instructor and fellow students in a professional manner.
3. Practice employability skills in the classroom and laboratory.
4. Identify rules and regulations related to Advertising Design.
5. Practice safe work habits in the classroom and laboratory.
6. Demonstrate procedures to be followed in case of fire.
7. Pass safety tests for procedures and tools at 100% accuracy.
8. Recognize unsafe work procedures or conditions and respond with corrective action.
9. Select appropriate media, techniques and processes used in advertising design.
10. Produce art that shows sensitivity to multicultural and nonsexist dimensions of advertising design.
11. Produce a plan of action for a design problem.
12. Practice math skills in the classroom and laboratory.
13. Practice writing skills in the classroom and laboratory.
14. Practice science skills in the classroom and laboratory.
15. Identify and use different rendering skills and techniques.
16. Identify and use color psychology in advertising design problems.
17. Utilize digital color management.
18. Analyze the role of color in advertising design.
19. Interpret the use of color in branding.
20. Identify characteristics and purposes of a variety of historical and cultural works of art .
21. Describe the function and meaning of specific advertising media from a variety of cultures, times,and places.
22. Analyze ideas, issues, or themes of various historical periods for their influence on the characteristics of advertising.
23. Analyze selected illustrations for historical and cultural influences and aesthetics.

24. Analyze layouts and designs for visual, spatial, and functional differences throughout History.'
25. Describe specific symbols, trademarks, and logos used in advertising and their relationship to historical and cultural content.
26. Justify artist intention and purpose in selected works, illustrations, and layouts.
27. Compare themes, issues, and modes of expression in advertising with other creative disciplines.
28. Select subjects, symbols, and ideas from daily life as subject matter for design.
29. Solve advertising design problems with desktop publishing software.
30. Critique advertising design problems.

Essential Questions

1. What employability skills and type of education are required to become an Advertising Design professional?
2. What are safe work conditions and what are not?
3. Can the student make effective use of applied academic skills in the classroom and Laboratory?
4. Will the student be able to develop the rendering skills and techniques needed for various advertising design projects?
5. What role does color play in advertising design projects and the psychology of consumers?
6. How has visual communications changed throughout history and across cultures?
7. What are the strategic processes used in advertising design?
8. Can the student demonstrate the skills needed to complete advertising design project?
9. Can the student demonstrate the skills needed to critique and analyze advertising design projects?
10. What problem solving techniques, media, and processes should be employed to properly solve advertising design problems?

Course Outline

a. Safety
b. Exploration of software
c. Computerized sketching and drawing
d. Basic design
e. Computerized lettering and typography
f. Illustration techniques
g. Computer technology
h. Digital photography

Culminating Products

Students will:
• Create a portfolio based on the career of their choice.
• Student portfolio items to include safety tests passed with 100% accuracy, teacher observations of safe work habits.
• Student portfolio to include thumbnails, rough drafts, and comprehensive solutions to advertising design problems.
• Student portfolio to include examples of several rendering techniques.
• Student portfolio to include examples of proper use of color communications theory.
• Student portfolio to include examples of important visual communications rendered by the student.
• Student portfolio items to include examples of analysis of illustrations for purpose and intent of artist, and projects demonstrating use of symbols and ideas from daily life as subject matter for designs.
• Student portfolio items to include examples of solutions to advertising design problems.
• Student portfolio to include examples of critiques and evaluations of advertising design problems.

- Review related content standards for preparation for participation in Skills USA Advertising Design contest.

Assessment/Grading Procedures

60% will be standard based assessment which will include practical skills assessments, project based learning, problem solving exercises, lab experiences and written assessments.
30% will be class work which will include individual and group guided practice, technical summaries and demonstrations.
10% will be additional practice and daily activity summaries.

Grading Scale

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

Fees/Dues

Class fee $10 plus SkillsUSA membership fee $15 (if student is taking more than one career tech course during the school year, the student only has to pay the fee once)

Industry Credentials

PrintEd - Advertising Design
Adobe-Illustrator Certified Associate
Adobe-Photoshop Certified Associate

Workforce Careers

Art Director
Digital Creative Specialist
Digital Marketing Specialist
Graphic Designer
Media Strategist/Coordinator
Motion Graphics Designer
Production Artist
Visual Designer