

OLATHE DISTRICT SCHOOLS – USD 233

**e-Communications**

**Syllabus**

**Course Information**

<b>Title:</b>	Advertising Design I
<b>Credit:</b>	1
<b>Grade Level:</b>	11 and 12
<b>Course Length:</b>	1 Semester
<b>Prerequisites:</b>	Prior or Consecutive Graphic Arts & Animation Courses
<b>Last Revision:</b>	Fall, 2003

**Instructor Information**

<b>Name:</b>	Rory Porter
<b>Room:</b>	1306

**Course Description:**

This course is designed to expose the Graphic Arts student to the appropriate graphic media for print media and to help them select appropriate techniques and processes for each print job. Issues addressed will be:

- 1. Product marketing through varied media.**
- 2. Computer Layout and Design.**
- 3. Typography and its importance to page layout/design.**
- 4. Skill-set and Knowledge base needed for today's job market.**

**Course Objectives:**

- Apply principles of effective logo design.
- Apply principles of effective symbol design.
- Demonstrate control of design software.
- Demonstrate control of digital scanner.
- Demonstrate control of digital camera.
- Apply principles of effective typography.
- Apply principles of effective advertising layout.
- Apply principles of effective package design.

Upon successful completion of this course the student will:

- Be able to, when given a product, develop a comprehensive product marketing package that visually presents the product and it's packaging through a variety of media
- Present a marketing package to a prospective client utilizing a variety of presentation methods/media.
- Set priorities for the order in which several tasks will be accomplished.
- Identify and control "time wasters."

- Estimate the time required to perform activities needed to accomplish a specific task.
- Apply employee rules, regulations, policies and procedures in the Graphic Arts Field, including:
  - Punctuality
  - Dependability
  - Productivity
  - Accuracy
  - Cost effectiveness
- Understand and value effective work ethic attitudes and behaviors such as:
  - ...an acceptance of the job requirements.
  - ...a willingness to take initiative with new challenges.
  - ...take responsibility for decisions and actions.
- Be responsible for several “Real Life” Graphic Arts design/production positions
- Demonstrate personal characteristics that lead to job satisfaction.
- Create a traditional and digital portfolio or other means to their work.

**Course Content:**

*Tentative: May change if needed*

- I. Logo Design**
- II. Typography**
- III. Design**
- IV. Layout**
- IV Print Media**