

OLATHE DISTRICT SCHOOLS – USD 233

**e-Communications**

**Syllabus**

**Course Information**

<b>Title:</b>	Advertising Design II
<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. Advanced Product marketing through varied media.**
- 2. Advanced Computer Layout and Level Two Design.**
- 3. Advanced Typography and its importance to page layout/design.**
- 4. Advanced Skill-set and Knowledge base needed for today's job market.**

**Course Objectives:**

- Apply advanced principles of effective level two logo design.
- Apply advanced principles of effective level two symbol design.
- Demonstrate control of advanced design software.
- Demonstrate control of digital scanner at a more advanced level.
- Demonstrate control of digital camera at a more advanced level.
- Apply principles of effective advanced typography.
- Apply principles of effective level two advertising layout.
- Apply principles of effective level two package design.

Upon successful completion of this course the student will:

- Be able to, when given a product, develop an advanced comprehensive product marketing package that visually presents the product and it's packaging through a variety of level two media
- Present an advanced 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 at a more advanced level.
- Identify and control "time wasters."

- Estimate the time required to perform activities needed to accomplish a specific task at a more advanced level.
- 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 on new challenges.
  - ...take responsibility for decisions and actions.
- Be responsible for several “Real Life” Graphic Arts design/production positions
- Demonstrate personal characteristics that bring job satisfaction.
- Add to their traditional and digital portfolios.

**Course Content:**

*Tentative: May change if needed*

<b>I.</b>	<b>Logo Design</b>	<b>Level Two</b>
<b>II.</b>	<b>Typography</b>	<b>Level Two</b>
<b>III.</b>	<b>Design</b>	<b>Level Two</b>
<b>IV.</b>	<b>Layout</b>	<b>Level Two</b>
<b>IV</b>	<b>Print Media</b>	