

**KINGSBOROUGH COMMUNITY COLLEGE
OF
THE CITY UNIVERSITY OF NEW YORK**

**Art 75 – Introduction to Graphic Design and Advertising
Spring 2012**

**M. Reddan
RM T-508**

Description of Course

In this studio course, you will develop a practical and conceptual problem solving skills in the area of graphic design and advertising.

You will also learn the vocabulary of graphic design and the creation of the portfolio.

Weekly Class Hours: 4

Number of Credits: 3

Grades are based on:

Grading will be done upon the completion of each assignment based upon individual progress and effort, and the meeting of deadlines imposed on each assignment.

Being prepared

Arriving on time

Meeting deadlines

Original solutions

Participation in critiques and discussions

There will be weekly assignments, a mid-semester exam on the vocabulary and tools of the graphic designer. Before the end of the semester, all work and final project will be due for final group critique.

Course Outline:

An introduction to the history of the graphic design and advertising fields.

Use of the Xerox machine as a design and advertising tool.

Execution and the tools of the Graphic Designer.

Designing for the printed page.

Designing a Poster (Service-Learning Project)

Research, problem solve and group critiques.

Logo development and design.

Corporate design.

Magazine design and advertising.

CD design and advertising.

Designing for a magazine.

Attendance and Punctuality

Regular attendance is even more important for studio classes than for academic ones, since students are doing most of the work in class. Unlike an academic class, a student cannot study off of other students' notes; and it is completely impossible to duplicate classroom instruction at home. Students who miss more than 4 classes may jeopardize their grade on that account alone. Any absence beyond 2 absences must be justified by an emergency or other serious reason. In cases of missed classes, students will be required to complete class make-up assignments in order to familiarize themselves with the concepts that were covered in those classes.

If you miss a project deadline your final grade will be reduced by a grade for each day it is late.

Students should try to be on time for every class, so as to not be setting-up while other students are already working. Also, since each class exercise is part of a sequence, it is important to be in class from the beginning.

Attendances and punctuality are part of your final grade.

Four absences are allowed per semester. Two lateness's equal an absence.

**KINGSBOROUGH COMMUNITY COLLEGE
OF
THE CITY UNIVERSITY OF NEW YORK**

Department of Art

**Art 75 – Introduction to Graphic Design and Advertising
Professor M. Reddan**

Spring 2012

Service Learning (SL) Experience

Service learning is a teaching and learning strategy that allows you to connect the classroom to the real world, while using reflection to grow individually, professionally and academically. You will be using the skills and knowledge you acquire from class to work with a real life client, creating posters to spread their mission.

Service- learning requires Art75 to acquire 20 points, described to you below

Points	Activity	Outcomes	verification
4	Attend presentation given in class	Students will have the opportunity to meet the group in which they will be creating for. Students will have a clear understanding of the issue allowing them to connect with their work.	Attendance
3	Research	Students will see the importance of research.	Give in references
4	Poster ideas	Students will come up with a number of ideas, understanding diverse aspect and having a clear understanding of what ideas will or will not work and why.	Present ideas and sketches to professor
4	Be a part of critique	Students will reflect on work and help one another to see if execution of posters is clear to a diverse group of people.	Participate in critique
5	Poster Revisions and final product	Students will demonstrate affective visual communication skills by producing an effective poster to show awareness.	Hand in finished poster

As a service- learning student you will be offered workshops specially created for Service- learning students. Please visit our blog: www.meaningfulservice.wordpress.com to see the available workshops.

You will also be invited to our Service- Learning Recognition Ceremony, where you will be recognized for your service- learning participation with a certificate. You will also have the opportunity to apply for a Service- Learning Leadership Award.

If you have any questions at any time please feel free to contact your Service- learning Counselor, Mandy Fraley via e-mail: mandyfraley@kbcc.cuny.edu or phone: (718)368-5656