



Western Technical College

10201145 Graphic Design - Advertising

Course Outcome Summary

Course Information

Description	This course is designed so you will gain a comprehensive understanding of the designer's role and advertising's role in society. You'll also refine your technical expertise and increase your design skills. You'll fully implement the design process and principles while designing a number of portfolio quality pieces for actual real life clients.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Pre/Corequisites

Prerequisite	10201109 Adobe Illustrator
Prerequisite	10201122 Designing with Type
Prerequisite	10201185 Adobe Photoshop

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Live Responsibly: Foster Accountability
3. Refine Professionalism: Improve Critical Thinking

4. Refine Professionalism: Participate Collaboratively

Experiential Learning

1. Community Based Learning Project: a key learning outcome of this course is to connect academic learning and civic development while simultaneously addressing a community partner's needs, interests, or problems.
2. Work-Based Learning: this course applies your learning to your desired profession by working in industry placements such as internships, practicums, clinicals, or co-ops.

Program Outcomes

1. Apply the principles of design to develop strategic marketing and communication products and services
2. Demonstrate proficiency in the use of design software, tools and technology
3. Implement creative solutions from concept through completion using a formal process
4. Apply effective legal and ethical business practices and project management skills
5. Communicate artwork rationale in formal and informal settings
6. Collaborate with clients/industry

Course Competencies

1. Appraise the client's design need.

Assessment Strategies

- 1.1. Project

Criteria

You will know you are successful when

- 1.1. you gather necessary project information during client presentation or interview.
- 1.2. you examine past promotional pieces if available.
- 1.3. you determine who is the target market.
- 1.4. you define the design objective.

Learning Objectives

- 1.a. Evaluate client needs through an interview.
- 1.b. Investigate additional information that was not supplied during presentation.

2. Apply type effectively in combination with a graphic.

Assessment Strategies

- 2.1. Critique
- 2.2. Project

Criteria

You will know you are successful when

- 2.1. you choose type style that supports tone and style of design.
- 2.2. you ensure type use is consistent on all promotional and brand identity pieces.

Learning Objectives

- 2.a. Apply various type styles to capture desired tone.
- 2.b. Allocate body copy so it is readable while keeping proportions of overall design unified.
- 2.c. Apply type style to all promotional components.

3. Create a design that meets client specifications.

Assessment Strategies

- 3.1. Drawing/Illustration
- 3.2. Project
- 3.3. Presentation

Criteria

You will know you are successful when

- 3.1. you implement the Thumbnails and Rough portions of the Design Process.
- 3.2. you identify budgetary, display, and mailing constraints.
- 3.3. you accomplish the Design Objective through the design.

Learning Objectives

- 3.a. Attend client presentation.
- 3.b. Gather additional information from client that was not supplied during presentation.
- 3.c. Sketch out the Thumbnails and Roughs portion of the Design Process.
- 3.d. Identify strengths and weaknesses of promotional materials design.

4. Manipulate electronic file for submission to vendor.

Assessment Strategies

- 4.1. Digital File Review
- 4.2. Portfolio
- 4.3. Critique

Criteria

You will know you are successful when

- 4.1. you include all project components in electronic file folder.
- 4.2. you ensure that electronic file contains appropriate color definition and artwork format.

Learning Objectives

- 4.a. Create electronic file.
- 4.b. Organize components within file.
- 4.c. Generate hard copy.
- 4.d. Generate a color mockup.

5. Design a logo.

Assessment Strategies

- 5.1. Critique
- 5.2. Portfolio
- 5.3. Digital File Review

Criteria

You will know you are successful when

- 5.1. you demonstrate creative process through use of thumbnails, roughs, and final.
- 5.2. you ensure logo is usable and legible at all sizes.
- 5.3. you ensure that logo is cohesive with all product elements.
- 5.4. you demonstrate that logo is reproducible.
- 5.5. you design a logo that is appropriate based on client expectations.

Learning Objectives

- 5.a. Use the creative process to create a scamp sheet.
- 5.b. Present rough ideas to group and incorporate feedback.
- 5.c. Make design revisions.
- 5.d. Experiment with logo design in various sizes.
- 5.e. Defend design in a peer review setting.

6. Rearrange logo design on various brand identity pieces.

Assessment Strategies

- 6.1. Critique

Criteria

You will know you are successful when

- 6.1. you demonstrate that logo is used in a similar manner on all components of brand identity package.

Learning Objectives

- 6.a. Create components with correct dimensions.
- 6.b. Incorporate client specifications regarding color use.
- 6.c. Lay out logo and type on various pieces in an effective manner.

7. Recommend a brand identity that portrays desired image.

Assessment Strategies

- 7.1. Presentation

Criteria

You will know you are successful when

- 7.1. you present a design rationale that supports creative effort.
- 7.2. you mount artwork effectively.
- 7.3. you compare artwork to ensure it resembles intended finished product.

Learning Objectives

- 7.a. Prepare a written or verbal design rationale.
- 7.b. Prepare a display of artwork.

8. Design poster to blend with other campaign pieces.

Assessment Strategies

- 8.1. Product

Criteria

You will know you are successful when

- 8.1. you blend brochure with other identity pieces.
- 8.2. you use corporate identifiers effectively.

Learning Objectives

- 8.a. Examine existing corporate literature.
- 8.b. Incorporate corporate logo, colors, and font into brochure design.

9. Design service learning client presentation.

Assessment Strategies

- 9.1. Presentation

Criteria

You will know you are successful when

- 9.1. you prepare mock up professionally.
- 9.2. you defend design with creative rationale.