

# Syllabus

## Graphic Design & Illustration

COURSE NUMBER TC 8802

COURSE TITLE Graphics Design II & Illustration

COURSE CREDIT 2

MEETING TIME 8:45 - 11:20 1:00 - 3:35

Instructor: Jesus A. Ureña Telephone Number: (915) 236-7900

E-mail : jaurena@episd.org

Meeting Time: A.M. 8:45 - 11:20 / P.M. 1:00 - 3:45

### I. Required Text: (See Sample)

Adobe Illustrator CS2 Revealed. Cris Botello 2006

Adobe Photoshop CS. Elizabeth Eisner Reding 2004

**Required Material: (See Sample)** Although these tools may be provided for use during class, they can be purchased inexpensively for individual's use which is highly recommended. *Scissors, Ruler, Color Pencils, Tampra Paints, Notebooks, 4GB flashdrives and T-shirts when Needed.*

### II. Catalog Description: (See Sample) - See Catalog (attached to email)

Introduces the students to the equipment, techniques and skills to design and produce all types of Art work.

### III. Rationale: (See Sample)

Illustrator & Adobe Photoshop is the base point of knowledge for any career in the Advertising Design & Illustration.

### IV. Learning Outcomes: (See Sample) - To better understand how to Design and Illustrate any type of

Advertisements, Brochures, Business Cards, Posters, Logo Designs etc...

### V. Course Objectives: (See Sample)

Upon successful completion of this course, the student will be able to:

**A. Work professionally** within a design team.

**B. Evaluate designs** (your work and others') for audience, meaning, and effectiveness.

**C. Use the elements and principles of design** in a decisive fashion and plan a design projects according to a client's needs. Build a design gradually using thumbnail sketches and mockups.

### VI. Capstone Project: (See Sample)

Complete six designs.

### VII. All course requirements:(See Sample)

#### A. Projects

1. Students will complete different types layouts and designs, silkscreening and freehand drawings.

#### B. Preparation/Participation

1. During this course, class participation, daily assignments and daily attendance will be noted. The student will find those elements necessary to successfully pass the examination.

2. Preparation consists of bringing all materials and all handouts to class. Students will have points deducted for lack of preparation.

3. The Lab portion of this class is required. Students who are not working on task during these hours are not fulfilling the requirements of this course. Grades will be affected by the lack of participation.

### VIII. Content Outline: (See Sample)

Advertising is a semester long course comprised of ten units and three projects.

Units 1-4 will be covered the first 9 weeks, and 5-9 the second nine weeks. Foundational and technological skills will be integrated into the units in order to address the skills necessary to perform the state standards of the course.

- Unit 1. Refresher to Adobe Illustrator
- Unit 2. Refresher to Adobe Photoshop
- Unit 3. Advertising Design
- Unit 4. Advertising Media
- Unit 5. Project: Simulation-Advertising Project
- Unit 6. Computer Applications in Advertising
- Unit 7. Photography and Video Production in Advertising
- Unit 8. Process in Silk Screening
- Unit 9. Project: Design a 3-D for display

**IX. Evaluation strategies / grading criteria: (See Sample)**

**A. Grading Scale**

<u>Average Grade</u>	<u>Letter Grade</u>
93-100%	A
83-92%	B
73-82%	C
68-72%	D
0-67%	F

**B. Grade Determination**

- 1. **Daily Assignment** 30%
  - A. Class Activities
  - B. Projects Assignments
- 2. **Notebook** 30%
- 3. **Projects** 40%
  - A. Project Presentation
  - B. Teamwork

100 points

**X. Certification and Licenses: (See Sample)**

3 College Credit hours from El Paso Community College will be awarded at the end of the fall semester Industry Certifications...

**XI. School/District Policies:**

- Students will adhere to program and classroom guidelines.**
- Students will adhere to campus student handbook for CCTE.**
- Students will adhere to EPISD Student Code of Conduct.**
- Students should visit [www.episd.org](http://www.episd.org).

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