

DDP 111: ADVERTISING DESIGN

Date Submitted: Wed, 04 Sep 2019 01:26:54 GMT

Formerly known as:

DDP 011 (or if cross-listed - inactivated courses associated with this course)

Originator

mabril

Justification / Rationale

Align with the numbering convention of the other DDP course and name change to describe what the course is really about.

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

111

Full Course Title

Advertising Design

Short Title

ADVERTISING DESIGN

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This studio course introduces students to type and typography, grid systems, visual coding, interaction and motion design as well as what it takes to become a designer/content creator. With an emphasis on visual problem-solving strategies, students will generate design criteria research, analysis, design implications, and design system development. Students will work individually and in groups to development of multi-faceted promotional design programs with an emphasis on unifying concepts with meaning for various formats.

Schedule Description

This studio course continues the application of visual communications with an emphasis on typography and unifying concepts with meaning. Students will create comprehensive design projects which include type design, packaging, advertising, and social media content.

Prerequisite: DDP 102

Advisory: DDP 110

Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

DDP 102

Advisory: DDP 110

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Santoro, Scott W.

Title

Guide to Graphic Design

Edition

1st

Publisher

Pearson

Year

2013

College Level

Yes

Flesch-Kincaid Level

12

ISBN #

978013200704

Resource Type

Web/Other

Open Educational ResourceYes

Class Size Maximum

25

Entrance Skills

Create a new document with the appropriate settings for web, print, and video.

Requisite Course Objectives

DDP 102-Open, create, save and open files and choose appropriate document settings.
DDP 102-Create, analyze and modify visual elements to provide appropriate solutions.
DDP 102-Create layered graphics that can be exported for animation
DDP 102-Create graphic styles and symbols for repetitive formatting.

Entrance Skills

Identify and manipulate elements of the vector software interface.

Requisite Course Objectives

DDP 102-Analyze the difference between raster and vector artwork.
DDP 102-Design graphic documents using basic vector shapes and text.
DDP 102-Analyze artwork as to whether it is raster or vector.

Entrance Skills

Add and manipulate text using appropriate typographic settings.

Requisite Course Objectives

DDP 001B-Demonstrate ability to synthesize various subjects into a cohesive and comprehensive Adobe Illustrator design.
DDP 110-Sequence the heritage of graphic design, beginning with early cave paintings, noting the first use of the term, and continuing through current times.
DDP 110-Characterize the basic components of a graphic design solution while using the design process, incorporating design elements principles. Students will use computer skills to produce a poster by creating a new document with the appropriate settings for web, print, and video. They will navigate, organize, and customize the application workspace; place, open or import images into document; manage colors, swatches, and gradients and set the active fill and stroke color; manage brushes, symbols, styles, and patterns; use the layers panel to modify layers and manage design elements; create, apply, and manipulate clipping masks; use core tools and features to create visual elements; create illustrations using a variety of tools; modify and edit vector illustrations using a variety of vector tools; add and manipulate text using appropriate typographic settings; transform digital graphics and media; evaluate or adjust appearance of objects, selections, or layers using various tools; prepare images for export to web, print, and video; export or save digital images to various file formats.

Entrance Skills

Create images using a variety of tools.

Requisite Course Objectives

DDP 102-Design graphic documents using basic vector shapes and text.
DDP 102-Utilize stroke and fill enhancements, including the use of color and gradients.
DDP 102-Create graphic styles and symbols for repetitive formatting.

Course Content

1. Type & Typography
2. Grid Systems
3. Time as a Dynamic Design Element
4. Collaborating and Working Within a Group on a Project
5. Cognitive Psychology Theories of Navigational Design
6. Integration of Sound, Animation, Graphics, and Video as Design Elements

Lab Content

1. Students complete assignments during lab throughout the semester
2. For at least one project, students will work in groups to analyze and solve advanced design problems using the design process; research, design brief, thumbnails, digital roughs, comps and preparation for the final presentation.

Course Objectives

Objectives	
Objective 1	Explain how meaning can be conveyed through typefaces by identifying and using common typographic adjustments to create contrast, hierarchy, and enhanced readability.

Objective 2	Summarize the history of type and typefaces and how it relates to basic design principles and best practices employed in the design industry.
Objective 3	Describe classifications of type and analyze the components of type anatomy.
Objective 4	Identify grids in existing designs and communicate this information with colleagues in relation to the design plans.
Objective 5	Define the rule of thirds and explain its application in design by demonstrating an understanding of key terminology related to digital images.
Objective 6	Discuss why it is important to create meaning with design.
Objective 7	Explain the use of logo as a visually coded identity.
Objective 8	Interpret visual codes inherent in design's medium, format and treatment.
Objective 9	Explain the logic and intricacies of website structure and navigation.
Objective 10	Build a personal website and write a blog as a means of self-promotion identifying its purpose, audience; communicate visually using the elements and principles of design and common design techniques

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Analyze the components of type anatomy with and understanding of type psychology to design and develop a new typeface that has meaning.
Outcome 2	Interpret visual codes inherent in design's medium, format and treatment.
Outcome 3	Discuss why it is important to create meaning with design.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Demonstration, Repetition/Practice	Students will incorporate instructor feedback to each project and assignment and submit for grading.
Technology-based instruction	Course work uses current technology in the field, students use software to create physical and digital projects. Instructors will use the technology in demonstrations as it pertains to the assignments.
Lecture	Presentation of class lecture/discussions/demonstrations of Graphic Design essentials; design elements and principles, design process, career options, and problem solving.
Laboratory	Students will develop, using the design process, design solutions for design problems.
Activity	Activities focused on addressing areas of improvement in the composition and layout, choice of typeface and images, such as for an event poster.
Discussion	Students will discuss design solutions and critique assignments and projects.
Collaborative/Team	Work in groups to brainstorm and develop design solutions.
Participation	Students will participate in discussion regarding best practices in graphic design.
Skilled Practice at a Workstation	A portion of the lab will be dedicated to time for students to create digital artwork on an individual workstation. Each student will need to have access to a computer to participate in this course.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	All projects are critiqued in class. Students are expected to make revisions to their projects based on recommendations made in the critique.	In Class Only
Portfolios	Students will create an online portfolio of their work to present in class at the end of the semester.	In and Out of Class

Presentations/student demonstration observations	Presentation of design projects: Design a typographic flier, Design packaging for a product, Produce a short video commercial or PSA for ad campaign, Create page layout for brochure, Design a magazine advertisement, Develop a website. Students should plan on spending approximately 6 hours per week outside of class on design projects.	In and Out of Class
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Assignments

Other In-class Assignments

1. Design a typographic flier
2. Design packaging for a product
3. Produce a short video commercial or PSA for ad campaign
4. Create page layout for brochure
5. Design a magazine advertisement
6. Develop a website

Other Out-of-class Assignments

1. Readings in the textbook and in recommended supplementary literature
2. Viewing of films, video clips, websites
3. Special projects by students
4. Participation in research projects involving the collection, compilation and interpretation of data, including development of thumbnails, design composition, layout, digital roughs, revised roughs, and final design.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?

The lecture portion of the course will consist of readings and activities (e.g. brainstorming, thumbnails, critiques) that will build knowledge of the design process and graphic design principles. Students will be developing research, thumbnail sketches, digital roughs and final compositions during the lab component of the course.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?

Activities that involve the students designing projects will be specified as lab. The course will contain Canvas weekly assignments that require students to complete graphic design projects that achieve a particular goal.

How will you assess the online delivery of lab activities?

Lab activities will require students to upload files and input text and/or URLs for assignments.

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

n/a

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

n/a

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Timely feedback and return of student work as specified in the syllabus
Discussion forums with substantive instructor participation
Chat room/instant messaging
Regular virtual office hours
Private messages
Online quizzes and examinations
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail

For hybrid courses:

Scheduled Face-to-Face group or individual meetings
Field trips
Library workshops
Orientation, study, and/or review sessions
Supplemental seminar or study sessions

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

There will be weekly discussions regarding topics related to graphic design with appropriate instructor participation. Students will create and upload assignments of their creation. These activities will receive appropriate instructor feedback.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

n/a

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Allowing for other course delivery options, this change looks to future possibilities for the DDP program. In addition, it will help to serve current (over 40%) and future east valley DDP students due to the program move to the West Valley campus effective Fall 2019.

MIS Course Data

CIP Code

11.0803 - Computer Graphics.

TOP Code

061460 - Computer Graphics and Digital Imagery

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to both UC and CSU

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals**Curriculum Committee Approval Date**

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/07/2020

Course Control Number

CCC000252207

Programs referencing this course

Digital Design Production AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=126/>)

Digital Design Production Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=127/>)