

# Advertisement Design

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Office Hours: **upon appointment**

## **COURSE DESCRIPTION**

Advertisement Design is a division of Graphic Design that gives form and function to text and images for all sorts of communications, from corporate identity and magazines to websites and posters, thus translating complex information into easily understood visual messages.

Class learning outcomes

- Learn versatile design skills that can be applied to magazine and newspaper publishing, promotional publication
- Students will create artwork that communicates by utilizing the creative process.
- Students will further develop their skill with vector graphics.
- Demonstrate an understanding of the principles of design and elements of art, and use them effectively in artwork
- Students will learn and explore pioneering graphic artists such as Milton Glaser, Paul Rand, Paula Scher, Max Miedinger, and Claude Garamond.

## **CLASS MATERIALS**

- 1. A Imac (at School in rm 1227):** Arlington high school has a lab of 20 plus imac computers that are accessible to students with their arlington login.
- 2. Adobe Software:** All programs are installed on the computers at school and accessible to students at school
  - a. Adobe Photoshop. This is a software application for image editing and photo retouching for use on Windows or MacOS computers. Photoshop offers users the ability to create, enhance, or otherwise edit images, artwork, and illustrations.
  - b. Adobe Illustrator: this is the industry-standard vector graphics app that lets artists and designers create logos, icons, drawings, typography, and complex illustrations
  - c. Adobe indesign: Indesign is a layout program primarily for desktop publishing for creating flyers, brochures, magazines, newspapers, and books.
- 3. A USB Flash Drive:** Due to our hybrid learning model students will be working on projects in school and will need to continue work at home. A flash drive will allow students to save and continue work no matter what location they're in.
- 4. Google Classroom:** This is how students will hand in work and receive a grade. Everything in this class is practically paperless.
- 5. Patience:** Whether it's the programs that are frustrating you or the circumstances of life I ask that you keep a cool head. Ask for help if needed.

## **CLASS RESOURCES**

1. [www.MrsRas.com](http://www.MrsRas.com)
  - a. This is our class website. On this students will find their class and accompanying projects. Each project has its own page where the objectives of the project with rubric are clearly outlined. A tutorial accompanies each project with step by step instructions using both screenshots and words.
2. Google classroom
  - a. All assignments will be turned in on google classroom
  - b. All assignments will be outlined and linked to its project page
3. Class forum
  - a. Students can post questions at any time of day , technical questions, project questions. On our private forum. This can be found on my website [www.mrsras.com](http://www.mrsras.com)
4. Google meet
  - a. When we are out of school and need to meet live, we will use Google meet

## **CLASS EXPECTATIONS**

**Be respectful of all people in the classroom.** Each student will be respectful of the teacher and will not impede classroom instruction through disruptive behavior or tardy entry to class. Be respectful of other students, and treat others in a mature and thoughtful manner.

**Be respectful of the classroom and computers.** Respect all the computers ( even when you are frustrated). They are to be treated in a professional manner. Take proper care of the computer. Do not bang on the keyboards or mice (it does not make them work faster!) . Do not write on the tables. Do not touch the printers, or other art tools without a teacher's permission.

**Effort.** Students are expected to participate fully in all classroom activities. No student is expected to be an accomplished artist upon entry into the class. The expectation is that the student will develop skills through practice during the year. Students will use all class time for **ART** work only.

**Horseplay in the classroom.** No horseplay of any kind will be tolerated in the Art classroom. Horseplay endangers students and those around them as well as putting creative endeavors at risk.

**Communication.** Communication is key to success. Asking for help is not weak but rather a sign of strength.

*If you are having a problem with this class do not assume that I know. If you feel intimidated by coming up to me and asking for help please email me [lras@ACSDNY.org](mailto:lras@ACSDNY.org). Computers can be tricky and the programs challenging , if you find that you are struggling don't let yourself get overwhelmed, let me help you! Be your own advocate!!*

## GRADING

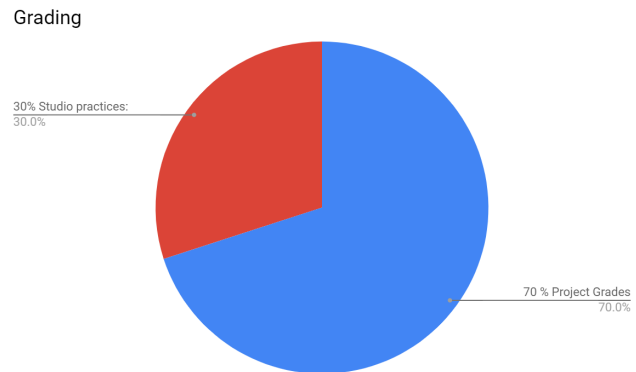
**Grading policy:** Each student is graded on an individual basis. No cross-class comparisons will be made. The majority of this class is based on project assessment. Which means that i am using the projects to check for understanding (in lieu of unit tests) of the art objectives per unit. **If a student does not hand in work, by uploading a jpeg picture to their google classroom assignment they will receive a zero.** I cannot grade a blank slide. Sorry.

**Extra Credit:** for all projects if a student uses their own photography (photos taken from a photo are ok as long as they are not grainy) rather than internet found photos in their artwork they will receive an additional 5 points.

**Project Swap Option:** any time a student is unhappy with a grade or project, students have the

### **Students quarterly grades are composed of 2 parts**

- 70 % Project Grades
- 30% Studio practices
  - Exercises
  - Questions
  - Achievement and resolve



### **Project Grades**

This Category is all about the projects and the artwork created. Each project is graded against a rubric composed of 5 objectives each worth 20 points. The rubrics are provided at the beginning at the each project and the objectives are always on the project page

- To get a grade for your project the student must have it uploaded to our google classroom.

### **Studio Practices**

This category incorporates a few elements that will make up 30 percent of the overall grade.

#### **1. Project Exercises**

With most lessons students may be asked to write or complete a practice artwork in preparation for the main art project. This is aimed to teach computer and art skills necessary for their future project. Sometimes this exercise grade will include research which will be pertinent to their future project.

#### **2. Art history and art concept Questions**

Students will be asked to complete a set of questions during project units.. Typically the questionnaire is 5 to 10 questions about some artwork or a short reading etc. The questions are designed to introduce artists, history or introduce/ build upon art techniques.

### 3. Student Achievement and resolve

- a. student is on time and works diligently, always on task
- b. Student is polite and respectful of both others and classroom i.e. the computers and equipment
- c. student engages in class discussions and

## ATTENDANCE

Absences & tardies interfere with your learning & success. Be here, on time. If students arrive 5 min after the late bell you are considered late. (one min actually is late). You get a one time reminder. If it happens a second time you will get given a 15 min lunch detention for that tardie infraction. You have 2 days to serve that detention if you do not serve that detention a phone call will be placed home and will be written up i.e. referral.

**Absences are excused by a note or phone call from a parent *to the office*. If you are absent, it is YOUR RESPONSIBILITY to find out what you missed & make it up ASAP.**

## OSS/ISS

If you are out of school or in school suspension, it is **YOUR RESPONSIBILITY** to complete an OSS or ISS project from my website <http://www.mrsras.com/oss-iss-makeup-projects.html> You are expected to complete at least one assignment per week of your suspension. Please email your assignments to Lauren.Ras@ecsdm.org

## DEADLINES

Projects are ***usually*** due the next day after the last day we work on it in class

However students are permitted to hand in work until the last day of the current quarter without a grade penalty. However I ask that students stay on task with the current class project and if they need to finish past projects they do so outside of class Time, or in any spare time in class.

## ( If needed) HYBRID LEARNING MODIFICATIONS

If directed by Arlington Central Schools students must attend remotely, students should continue their work.

1. **At HomeSoftware (that work with chromebooks for Free):** Students when are in school will have use out Imacs and work on **adobe photoshop and illustrator BUT WHEN STUDENTS ARE OUTSIDE SCHOOL THEY ARE NOT REQUIRED TO HAVE ACCESS OR USE ADOBE PRODUCTS.** We will be using web based programs accessible on chromebooks, laptops, desktops, and ipads.
  - a. [www.photopia.com](http://www.photopia.com) . **This program works with photoshop files, so we can work continuously.**
    - i. If students have other programs at their disposal they are more than welcome to use those to complete the assignment
  - b. <https://www.designer.io/en/> a free vector program comparable to illustrator,

2. **Class meets:** Students should use the google meet found on their google classroom at the designated class time to attend class and get Attendance for the day.
3. **Class participation:** when remote students should screenshot every day their progress