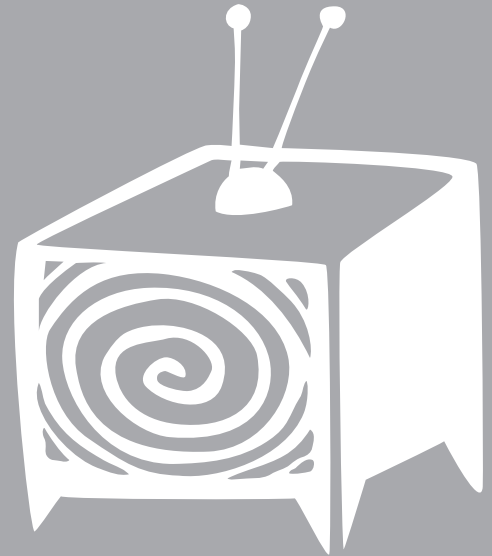
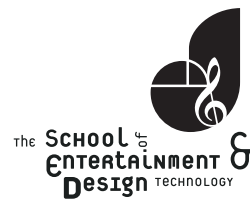


# COURSE HANDOUT



## **GRA 2546C** Graphic Design Four



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**Sam Grant, instructor**

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## **GRA 2546C / GRA 0463 - Graphic Design 4**

Course handout prepared/revised by Sam Grant 1/06

### **Course Description:**

This course supplies the student with specific information on the purpose of how to create effective advertising concepts. It covers campaign projects such as POP product ads, ad layouts, writing creative ad copy, campaign designs, etc. This class will be exploring creativity on a portfolio-level standard while learning the methods necessary to excel at advertising design.

### **Pre-requisites:**

GRA1111C/0441, GRA1113C/0461, GRA2545C/0462, GRA2117C/0420 and/or GRA2577C/0296, and GRA2121/0430 or GRA2203C/0540.

Lab fee included (2 hr. lecture, 4 hr. lab). 4 Credits

### **COURSE COMPETENCIES**

(Primary projects are listed in bold type. See course textbook for detailed descriptions.)

- The Student will demonstrate proficiency in comprehending the current standard of Graphic Design.
- The Student will demonstrate proficiency in what sells and what doesn't.
- The Student will demonstrate proficiency in how to design a single page fashion ad.
- The Student will demonstrate proficiency in how to identify and write teasers elements for ads.
- The Student will demonstrate proficiency in how to redo a store's ad image.
- The Student will demonstrate proficiency in how to design and write an ad for a place of business.
- The Student will demonstrate proficiency in how to write an ad campaign.
- The Student will demonstrate proficiency in how to develop slogans for campaigns.
- The Student will demonstrate proficiency in how to create multi-platform advertising.
- The Student will demonstrate proficiency in how to design a complete advertising package consisting of no less than 5 elements designed to approach the product from 5 different angles.

### **TEXT**

The required textbook to be used for this course is:

#### **Advertising by Design**

Robin Landa

Wiley & Sons

ISBN 0471428973

## **GRAPHIC DESIGN SOLUTIONS, 3rd Edition**

Robin Landa

Delmar Publishers

ISBN 1-4018-8154-8

### **SUPPLIES**

**The following supplies will be required for this course:**

1. Bainbridge 100 SuperBlack® Mount Board Single Thick 20x30
2. White Bristol Board Paper 14 x 17"
3. An X-Acto knife with #11 refill blades
4. 1 Tracing Paper Pad (any size)
5. USB Flash Drive (Minimum 64mb)
6. 1 Can of Spray Mount spray glue
7. 1 Black Sharpie® Marker (medium nib).

### **CLASS ATTENDANCE GRADE**

Students are expected to attend every class regularly and to arrive on time for each class. Excessive absences and tardiness will affect the student's final grade average. It is the student's responsibility to make up class work and notes when absent or late for class.

The attendance grade will be expressed as a percentage of the number of hours the class meets during the semester and will constitute 20% of the student's final grade.

### **PROJECT GRADES**

Projects will have an assigned due date to be completed. If they are not handed in on time they will lose 20 percent of the grade. The projects will be graded on their neatness, completeness and accuracy of following instructions, and how well you completed the project objectives. The project grades will constitute 60% of your final grade.

### **FINAL EXAM**

The final exam will be given on an assigned date and is up to the instructor as to when it is given. The final will be presented orally directly to the instructor during this assigned time. If you do not take the final exam on the required date you must make special arrangements with the instructor to take a make-up final exam which will be longer in length and you will lose 20 percent. The Final Exam grade may constitute 20% of your grade.

GRA 2546C is an advanced design course and is open to all students who have completed the necessary pre-requisites. Special Fee Applies. (4 credits; 2 hour lecture, 4 hour lab, 6 clock hours; 20 points.) Enough time is scheduled to complete the assigned projects during the regular hours of the course.

## **GRADING SCALE**

The grading scale for all elements of this course is as follows:

|   |   |           |   |    |
|---|---|-----------|---|----|
| A | = | 100       | - | 93 |
| B | = | 92        | - | 84 |
| C | = | 83        | - | 70 |
| D | = | 69        | - | 62 |
| F | = | below 62. |   |    |

## **SAFETY**

Please observe the following safety guidelines:

1. Note evacuation routes and procedures posted by doors inside the lab.
2. A fire alarm consists of a triple horn/buzzer effect. When a fire alarm is sounded, please exit orderly and quickly.
3. Please enter and exit only through designated doorways in the computer labs. All other entrances are emergency exits only and an alarm will sound if they are opened.
4. A first aid case is located in room 3133 for minor injuries.
5. Retract the blade of the cutter when not in use.
6. Never eat, drink, or smoke in the computer lab.
7. Never touch any electrical cabling without supervision.
8. Never cover the computer's ventilation holes with books, papers, etc.
9. Never expose zip discs to extreme temperatures or magnetic fields. Never touch the magnetic media with your hands.
10. Do not bring computer games or other programs to the computer lab. Do not boot the computer with a system CD or disable the computer's virus checkers.
11. Do not attempt to Trash other students work on the server.  
Please be respectful of your fellow students.

## **PERIODICALS**

1. HOW Magazine, bi-monthly magazine.
2. PRINT Magazine, bi-monthly magazine.
3. Step by Step Electronic Design, monthly magazine.

## **SEE YOU IN CLASS!**