

Syllabus: ADVERTISING DESIGN**Instructor:** Derek Horton**School:** Duke Ellington School of the Arts | **Visual Arts Department****Email:** derek.horton@k12.dc.gov**COURSE DESCRIPTION:**

This course will help the student to understand and explore the professional realm of Advertising Design. The student will be introduced to basic fundamental terms and techniques of Advertising & Graphic Design and will apply them to a variety of exciting and creative event based design projects. The student will learn how to implement fonts and type treatment, vector images, illustrations and photographs in classroom assignments in a timely professional manner as if he or she were in the working professional Advertising Design industry.

COURSE OUTLINE (GOALS):

Students will work primarily in three Creative Suite core group programs: Adobe Illustrator, InDesign and Photoshop. The Student will be encouraged to be very creative, clever and daring with every conceptual solutions for each project and demonstrate planning by the use of thumbnail sketching and mocked compositions. The student shall be able to produce several portfolio print ready Advertising & Graphic Design projects.

- Event Posters
- Font types & terminology
- Logo design & vector images
- Event Identity Packaging
- Designing composition & layouts with components
- Advertising Collateral design
- T- shirt design

CONTENT STANDARDS:

Six DCPS visual art content standards make up the core skills, concepts and knowledge for the Advertising Design course:

- Technique, Process, and Media
- Structures and Functions
- Subjects, Symbols and Ideas
- History and Culture
- Reflecting and Assessing
- Making Connections

COURSE REQUIREMENTS:

Regular attendance, promptness to class, participation and improvement in skill development through class projects, research, and departmental enrichment opportunities. Students must maintain a classroom portfolio.

ASSESSMENT / CRITERIA:

- Test / Research
- Meet the objectives
- Presentation
- Preliminary Preparation
- Craftsmanship
- Creativity / Originality
- Aesthetics
- Critique

SUPPLY LIST:

- 1 Flash drive to save projects and store class room files
- 1 sketchbook or Tissue tracing pad
- 1 Exacto knife
- 1 triangle or ruler
- 2 pencils
- 1 self healing cutting mat (optional)

STUDIO CONDUCT:

- Use studio time wisely
- Do not abuse art materials
- Return all borrowed tools and materials
- Clean your area before leaving studio
- Respect fellow students and work
- Use appropriate behavior and language