

**Bakersfield College****Fall 2017****CRN 71126**

Monday &amp; Wednesday

1:00 - 4:05 PM

Fine Arts Room 10

**Adel Shafik, MFA****Art Professor****Office:** (661) 395-4515 **Cell:** 661-900-6386**Fax:** (661) 395-4608

email: ashafik@bakersfieldcollege.edu

**Office:** FA 30A**Hours:** Mo & Wed 8:30 - 9:30 AM and Tu & Thu 8:00 - 9:30 AM**Description of course**

An exploration of the design of advertising. Integration of concept with execution, and an understanding of perceptual response is integral to this course. Assignments will simulate real world experience and will include a broad study of advertising media.

Recommended: Reading Level 5 or 6. Hours: 54 lect, 54 lab. CCS: Occupational Education. Transferable: CSU and private colleges. BC GE C.

**Required Text**

Advertising by Design - Generating and Designing Creative Ideas Across Media, Third edition by Robin Landa  
Wiley Press; Edition: 3RD 17  
ISBN: 9781118971055 BC bookstore

\* NOTE: The texts are available in the Bakersfield College bookstore. You may also choose to order these books from Amazon.com or other online book vendors. It's your choice.

**Teaching philosophy**

This is an introductory art class about drawing on the computer. The computer is an extremely powerful art and design tool, however without a strong basis in two-dimensional design concepts and principles, there is only imitation and chaos.

**Goals for this course are:**

- 1] To encourage you develop an appreciation for well crafted advertisements,
- 2] To help you to explore methods for visual problem solving using type and image,
- 3] To help you develop a method for visual problem solving,
- 4] To teach you to balance self-expression and problem-solving constraints,
- 5] To encourage you to use critical thinking and reasoning skills in the development of your design projects.

*There are no "stupid questions." Please ask me any question related to the coursework at any time in class.*

**Overview**

This is a course dealing with the design of advertising. The primary vehicle for image creation is the Macintosh computer, running operating system OS X El Capitan 10.11.5, and Adobe Illustrator CC software.

The principles of design and the visual elements will be presented as an introduction to visual literacy. Design problems will be used to determine your understanding of these principles. Original solutions will be created using abstract, symbolic, and representational imagery. Aspects of visual perception will be considered as part of the graphic design process.

A working knowledge of basic computer graphic operations will be taught as the vehicle for solving and presenting design problems. Differences between different types of graphic software will be presented and understood. You will learn and understand the components of the computer (CPU, RAM, ROM, storage, programs, etc.) as they pertain to computer graphics. You will be able to conceptualize, produce, and output graphics on the computer by semester's end. Applications for computer graphics will be covered from an historical and contemporary point-of-view.

### **Materials needed**

- 1) A Travel Drive (flash drive), 8 GB or more to back up your work.
- 2) Blank sketchbook, 9 x 12 inches (available at the BC bookstore, Michaels, Aaron Brothers, Barnes & Noble, and Borders Books)
- 3) Soft pencils (2b or 3b) and erasers
- 4) Black or white Illustration or Matte board 15 x 20 inches (approximately 6 sheets). Projects printed on a letter size paper should be mounted on a 10 x 15 inches illustration board and for projects printed on a Tabloid size paper, should be mounted on a 15 x 20 inches illustration board.
- 5) Mounting spray adhesive (photo mount) or Letratrac Adhesive Sheets.
- 6) X-Acto knife and blades.

Your \$15 lab fee covers two (2) laser prints per project — a rough draft and a final draft. Do not print more than two prints per project. If you need more copies of your projects, take the file to the BC Graphics Center or FedEx kinko's. You must use our printers only to print design assignments that are required; no essays, prints for other classes, or outside work!

### **Guidelines for the course**

The course will be conducted utilizing lectures, demonstrations, tests, critiques, and design projects.

Student on class roster or on the waitlist who doesn't attend both sessions of the first week will be dropped.

It is very important that you attend each class session (three hours). Students are expected to arrive on time, be ready for class, and attend the entire class length. A student will be dropped from class after 4 unexcused absences or "leave early's. Being tardy three times in this course (5-10 minutes) constitutes an unexcused absence.

If you need to miss class for a legitimate reason; military duty, hospitalization, jury duty, or a sanctioned college activity, please contact me. If you contact me, it will be considered "excused," and will not count against you. Phone calls or emails are both acceptable.

The rules of "common courtesy" will apply to classroom behavior. Please turn off cell phones before you come to class. I need you on task and paying attention. Disruptive talking or use of cell phones is not permitted, and if this occurs, you will be asked to leave class and the session will be considered an unexcused absence for you.

Keep a notebook or blank book with notes, thumbnail sketches, ideas, and doodles for this class. This is a requirement and not a request. It will count as part of your grade.

Occasionally, I will bring in samples, such as magazines, posters, books, printed pieces, etc... Please take time to look at these samples, as looking at strong design work can be a great way of sparking ideas and concepts for your projects.

I will provide you with a series of handouts and printed references. I would strongly recommend that you bind these together so that they are available for easy reference.

You must participate in critiques. Critique is a tool used to assess the progress of your design projects. During critiques, please be supportive and positive with your fellow students. Constructive criticism is best, and should be done in a polite manner.

Bakersfield College has a strong anti-drug and alcohol policy. If you arrive to class inebriated, I will call campus security and you will be escorted from class for the session. Repeat behavior may be grounds for dropping you from the class.

## **Grading**

Your grade will be determined using three factors:

- 1) Class participation and critiques -20% (through contribution to class discussion).
- 2) Test/Exams and outside class assignments - 30% (Quizzes, homework, and reading).
- 3) Quality of finished work -50% (demonstrated understanding of assignments).

The grading scale is: Only solid grades will be given (i.e. A, B, C, D, and F)

A 100-90      B 89-80      C 79-70      D 69-60      F 59-0

You are encouraged to contact me to discuss anything related to the class. I can be reached on campus at 395-4515, or by cell phone at 661-900-6386.

All projects are due at the beginning of class on the date noted. They will be down graded by one letter grade for each class day they are late. No late project can receive a grade higher than a "B". They will be graded for concept and execution as well as presentation. Projects are weighted depending on degree of difficulty.

## **All work must be original**

Use of "clip art" or previously published work will NOT be accepted. Using another's original work constitutes cheating or plagiarism. Academic honesty is a serious matter, and cheating will not be tolerated. You may be dropped from the class if you are found cheating.

## **Malicious mischief**

Modifying systems or the interface (screen layout) is prohibited. Installation of any software or fonts, re-labeling, use of profanity, or work on projects outside of class assignments will result in being dropped from class and possible expulsion. All spray mounting must be done out-of-doors with an over spray board.

## **Dropping the class**

It is your responsibility to fill out the appropriate drop forms on the internet and/or with the administration office to drop this course. If you do not drop the class officially, the recorded grade may be an "F." Please let me know if you intend to drop the class, as this will allow me to accommodate another student.

## **Students with disabilities**

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Student Programs & Services located at Student Services Building, 1st Floor, Counseling Center (661-395-4334), as soon as possible to better ensure such accommodations are implemented in a timely fashion.

## **Guidelines for the computer graphics lab**

- The computers are sophisticated and expensive pieces of technology, please respect them. If treated gently, we will get many years of use from them.
- Do not make changes to the computer systems or interface.
- If there appears to be a problem with your computer, do not attempt to fix it. Call me immediately.
- At the end of each class session, please make sure you have in your possession, any disks, CDs, books, or personal items that you have been using. We share this room with other six other classes.
- I will provide training on the use of the printers in the lab. Please be careful when using them. Only one person is permitted to print at a time. You must have the Print Dog on your computer to print.
- No smoking, eating, or drinking in the classroom is allowed.
- No guests during class, registered students only.
- Please keep excess talking to a minimum, some students require quiet to concentrate.

## Art B41 • Advertising Design • Assignments

CRN 71126 - Monday & Wednesday Class - Fall 2017

**1:00 - 4:05 PM - FA 10**

Week	Activities for the day	PLOs
Introduction (1 Week)	Introduction, review of the syllabus. Introduction to Advertising, concepts and exercises on computer functions, scanning, printing, and mounting.	1, 2, 3
Project 1 (1 Week)	Small Space Ads - Ad comparisons.	
Project 2 (2 weeks)	Compare/contrast - A change of emotion - in two panels	1, 2, 3
Project 3 (2 weeks)	Bizarre visual	1, 2, 3
Project 4 (2 weeks)	106 Horror Comp - Working with type and image - Visualization II	1, 2, 3
Project 5 (2 weeks)	Bill Board	1, 2, 3
Project 6 (2 weeks)	Point of Purchase	1, 2, 3
Project 7 (2 weeks)	Public Service Campaign/Poster Design	1, 2, 3
Project 8 (2 weeks)	Social media/motion/Commercial - 30 Seconds Commercial	1, 2, 3

Assignments and their order might change, and if that happens, I will let you know

## Required Reading from Advertising by Design

### Mid-Term and Final Exams

Mo	08-21-17	Handing out syllabus	Mo	10-16-17	Chapter 08
Wed	08-23-17	Chapter 1	Wed	10-18-17	<b>Mid-Term</b>
Mo	08-28-17	Chapter 1	Mo	10-23-17	Chapter 08
Wed	08-30-17	Chapter 2	Wed	10-25-17	Chapter 08
Mo	09-04-17	<b>Labor day Holiday</b>	Mo	10-30-17	Chapter 09
Wed	09-06-17	Chapter 2	Wed	11-01-17	Chapter 09
Mo	09-11-17	Chapter 03	Mo	11-06-17	Chapter 09
Wed	09-13-17	Chapter 03	Wed	11-08-17	Chapter 10
Mo	09-18-17	Chapter 05	Mo	11-13-17	Chapter 10
Wed	09-20-17	Chapter 05	Wed	11-15-17	Chapter 10
Mo	09-25-17	Chapter 06	Mo	11-20-17	Chapter 11
Wed	09-27-17	Chapter 06	Wed	11-22-17	Chapter 11
Mo	10-02-17	Chapter 06	Mo	11-27-17	Chapter 11
Wed	10-04-17	Chapter 07	Wed	11-29-17	<b>Review for Final Exam</b>
Mo	10-09-17	Chapter 07	<b>Final Exam: Wednesday, December 6 from 12:00 -1:50 pm</b>		
Wed	10-11-17	Chapter 07			

Note: Final exam week (for all classes) is not the same schedule as the rest of the semester; there is only one meeting.

### **Norms for class behavior**

This class is a "Cell Phone Free Zone." It is disrespectful and rude, for you to use your cell phone while you are in class.

This infuriates every single professor I know, and it is a breach of the academic contract. You will be asked to leave for the day if you communicate on your cell phone in class. This will result in an absence for the session, and no credit for the day's activities. Taking calls, making calls, and text messaging are all prohibited during class. There is time before class, during the 10 minute break, and after class to make calls, check your voice mail, outside of the building. If your phone rings in class, simply turn it off.

### **Other behavior not tolerated (from the KCCD Board Manual)**

- Theft of or damage to the property of the College, another student, or staff.
- Use of personal portable sound amplification equipment and other electronic devices... in a manner that disturbs the privacy of other individuals and/or the instructional program of the College.
- Dishonesty such as cheating, plagiarizing, or knowingly furnishing false information to the College and its officials.
- The use, sale, possession, or being under the influence of alcohol or any other controlled substance prohibited by law, on campus or at any function sponsored or supervised by the College.
- Smoking and/or the use of tobacco products inside all campus buildings and other unauthorized campus areas.

### **Norms for preparing for class**

- When there is a reading assignment, it is important that you do the reading before class, and be prepared for a discussion or quiz.
- You must keep a sketchbook or blank book with notes, thumbnail sketches, ideas, and "doodles" for this class. This is a requirement and not a request. It counts as part of your grade. You should draw in this book every day.
- Please leave your ego at the door as you enter the classroom. Ego is: "an overly high opinion of oneself" (New Oxford American Dictionary).
- This is a learning environment in an art department at a college, and you will gain the most from this course if you are willing to accept advice and counsel from your professor and other students.

### **The critique process**

- The critique process is an important tool for analytical assessment of the progress of your design project. The process is very common to college level art courses. We will have two critiques per project; a preliminary and a final. You must participate in each critique. Your project is due on the date of the final critique.
- On critique day, everyone puts their project on the wall and we discuss the formal elements. We all participate every time. You are expected to be supportive, constructive, and positive as you make comments about your fellow students' projects.

### **Deadlines**

All projects are due on the date noted for the final critique on the schedule, unless I make a change, and inform the class ahead of time.

You have been warned: No late projects are accepted and you will earn a ZERO grade for the project.

### **Re-working a project for a better grade**

You may re-work a project for re-evaluation, provided that it has been turned in on time for the final critique. So the correlation is — it is always better to turn in something for the final critique which is semi-finished, than to turn in nothing at all. You have a week from the due date to re-work your unfinished project for a better grade.

### **Cheating and plagiarism**

The administration, faculty, and staff at Bakersfield College believe that students are entitled to the finest education that the college can make available to them. At the same time, however, a student's achievement and proficiency in subject matter must include the realization that there are standards of academic honesty which should prevail in all of one's endeavors. Accordingly, this realization further requires that each student exerts every effort to maintain these standards. Source: Regulations at California State University, Long Beach, General Catalog, 1990-1991, p. 56., Bakersfield College 2007-2008 course catalog, page 30.

### **Definition of plagiarism**

Plagiarism is defined as the act of using the ideas or work of another person or persons as if they were one's own, without giving credit to the source.

### **Definition of cheating**

Cheating is defined as the act of obtaining or attempting to obtain or aiding another to obtain academic credit for work by the use of any dishonest, deceptive or fraudulent means.

### **Artwork styles not accepted**

- You will receive an "F" on any project using material which is not your original work. It is simply unethical; and I strongly discourage you from copying Japanese manga (anime) figures, comic book or graphic novel figures, cartoon characters, team mascots, or trademarked mascots.
- This course is not about stealing art, it is about creating original artwork. In this class, you may fail a project or fail the course for copying. In the real world, you and/or your client or employer could be sued for copying someone else's work.

### **Coming up with ideas**

Each project requires efforts to come up with a good solution. Good solution happens when you spend time and try many ideas before you achieve the best result. You need to spend more time sketching ideas and not be satisfied with your first attempt. The more you try, the better your idea would be and the most successful your going to become. The more you scratch the surface the more you are going to find valuable and precious elements (solutions).

## **Art Department - Program Learning Outcomes**

***At the end of a Bakersfield College Art course, students will be able to:***

1. Demonstrate an understanding of the principles, elements, and language of art/design.
2. Demonstrate the ability to critique their own work, as well as the work of other students; and defend their creative choices verbally.
3. Demonstrate an understanding of a portfolio or "body of work."

## **Art B41 - Student Learning Outcomes**

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

1. Create original advertising solutions, based on a creative brief, within a specific deadline.
2. Print, mount, present, evaluate and defend their projects and design choices, and compare them to their peers during the critique process.
3. Design advertising layouts, basing their solutions on specific media, and build upon their knowledge of design principles.
4. Exhibit competency in using the computer as a design tool.
5. Demonstrate an understanding of the requirements and limitations of a wide variety of media, including print, online, outdoor, etc...
6. Create a portfolio of finished projects.

## **Student's agreement:**

- By remaining enrolled in this course, you agree to all of the requirements, and assignments included in this syllabus; and all of the assignment or syllabus changes made by the instructor during the semester.
  - You have read and understood all class policies including those on absences, academic dishonesty, use of the course website, cell phones, texting, deadlines, the point total, grade distribution, the projects, etc...
  - You understand that I do not accept late assignments, as late work will result in no (ZERO) points for the project.
  - You acknowledge that your grade in this class will be heavily weighed toward successful and timely completion of the design projects.
  - Every Student must have an active Bakersfield College G-Mail account since it is the only email account that I will use to communicate with you.
  - You also understand that this syllabus and assignments may change in the next several months, and it is your responsibility to keep up with all the changes.
  - Registered students and wait list students are only allowed to participate in class! No crashing class or walk ins allowed!
  - THERE IS No GUARANTEE for wait list students to be added to the class unless a registered student drops the class before the first two weeks of class and it depends also on your number on the wait list for that class.
  - For each class session you come late or leave early, 10 points will be deducted from your grades.
  - Working students, you need to plan your work schedule around your class time, so work does not interfere with you being in class.
  - Finally, you agree to read all assigned reading, and materials assigned or provided in this class, or forgo the points associated with their evaluations.
  - Furthermore, you understand that your professor retains the right to present videos, websites, music, or other Media that may be adult rated (R).
-

## **Habits of Mind**

- How will you succeed at BC this semester?
- What determines success is not circumstance, but habit.
- Habits of Mind, It's POSSIBLE! BC has many free tools intended to help you accomplish your goals in school.
- Only you can overcome the challenges you face this semester and in life.

### **Start out successfully with these steps:**

- 1- Visit the Habits of Mind website: [www.bakersfieldcollege.edu/habits-of-mind](http://www.bakersfieldcollege.edu/habits-of-mind).
  - 2- Download the App. for Habits of Mind at Bakersfield College for power in your palm.
  - 3- Ask for help, do the work, and refuse to quit.
- Success takes energy, planning, and strategies for both the expected challenges in school as well as the unexpected twists life can take.
  - Ask your professor for more information.
  - Now is the time to develop new habits.

### **BC students get free peer one-on-one tutoring in the BC Tutoring Center:**

- Fill out the "Tutor Recruitment Notice" from the Tutoring Center.
  - BC students get free peer one-on-one tutoring in the BC Tutoring Center in most subjects.
  - Students get one 50-minute session per subject per week with a tutor who has successfully completed the class and is trained to be a tutor.
  - We also have drop-in tutoring in math and English all day long.
  - Come up to the Tutoring Center to schedule an appointment.
  - If you have any questions, please call 395-4430 or check us out on-line at End of the Semester Reminders
-

## Important Dates Fall 2017

04/22/17 08/19/17	Open Web Registration for 2017 Fall Semester Begins Instruction begins
09/01/17	Last day for refunds This is the deadline to drop a semester-length class and qualify to request a refund.
09/03/17	Last day to add a class Last day that students on the Wait-list will be added to a class.
09/03/17	Last day to drop without receiving a "W"
09/04/17	Holiday - Labor Day Campus Closed
09/05/17	Census date Date enrollment is final.
10/20/17	Last day to withdraw and receive a "W" Final deadline to drop a class. A "W" (for "withdrawal") will appear on your transcripts.
11/01/17	Last day to file for graduation. You must file for Graduation when your progress is 96% complete. Refer to the catalog and File for Graduation section for more information.
11/08/17	Early Web Registration Begins for Spring 2018
11/10/17 to 11/11/17	Holiday - Veterans Day - Campus Closed
11/22/17	Classes starting at 5:30 pm and after will not be held
11/23/17 to 11/25/17	Holiday - Thanksgiving - Campus Closed
11/29/17	Open Web Registration Begins for Spring 2018 Registration begins for New and Returning students.
12/02/17 to 12/08/17	Final Exams for Fall 2017
12/09/17	Fall session ends

## What Grade Do You Think You Deserve?

- A** Excellent work, demonstrating an understanding of the problems assigned; all work completed and turned in on time; participation in critiques; one or no absences.
  - B** Very good work, demonstrating an understanding of most of the problems assigned; most work completed and turned in on time; participation in critiques; no more than 2 absences.
  - C** Average work, exhibiting some lack of understanding of the problems assigned; no more than 2 assignments missing; some participation in critiques; no more than 3 absences.
  - D** Poor work, exhibiting lack of understanding of the problems assigned; 3 or more assignments missing; lack of participation in critiques; more than 4 absences.
  - F** Very poor work, exhibiting little understanding of the problems assigned; more than 4 assignments missing; lack of participation in critiques; more than 5 absences.
-