#### New ImageCourse Syllabus

**Course Number:** GD3384

**Course Title:** Advanced Design

**Class Meetings:** Wednesdays from 8:00 am to 12:00 pm

**Session/Year:** Summer 2012

**Instructor Name:** Steve Holler

**Email Address:** rholler@aii.edu

**Phone:** 916-202-3200

**Instructor Availability Outside of Class:** Thursday from 10 p.m. to 12 p.m. and by appointment

## **Advanced Design**

**Course Description:**  
This course further defines the role of the graphic designer in
advertising and photography. Students are introduced to
informational and administrative approaches to the development of
advertising campaign strategies. Media and marketing realities are
applied.

**Course Focus:**  
This course focuses on advanced concepts in designing visual
communication for a unique culture and target audience.  The
student will be requested to research and document supportive
information that will aid in the creative development of
communication design solutions.  Assignment solutions will be
directed toward specific messages targeted to a unique culture and
audience.  This course will introduce the concept and
opportunity of international design consulting.

**Course Length:** 11 Weeks

**Contact Hours:** 44 Hours

**Lecture:** 22 Hours

**Lab:** 22 Hours

**Credit Values:** 3 Credits

**Quarter Credit Hour Definition:**

A quarter credit hour is an amount of work represented in
intended learning outcomes and verified by evidence of student
achievement that is an institutionally established equivalency that
reasonably approximates not less than:

(1) One hour of classroom or direct faculty instruction and a
minimum of two hours of out-of-class student work each week for
10-12 weeks, or the equivalent amount of work over a different
amount of time; or

(2) At least an equivalent amount of work as required in
paragraph (1) of this definition for other academic activities as
established by the institution including laboratory work,
internships, practica, studio work, and other academic work leading
to the award of credit hours.

**Course Competencies:**

* Develop an advanced sensitivity to the combination of image,
  typography and layout.
* Demonstrate advanced graphic design skills: sequence,
  advertising, visual and verbal narrative as it interrelates through
  time and space, storytelling, narrative structures, rhythm,
  audience, and point of view.
* Develop and demonstrate the graphic creative process through
  extensive thumbnails and comps before creating completed portfolio
  pieces.
* Demonstrate by presentation their clarity in problem
  (assignment) recognition, solution and presentation.
* Develop and demonstrate the ability to research and define the
  design challenges in a given problem/assignment.
* Develop an understanding of a marketing brief and copywriting
  skills.

**Additional Competencies:**

* Develop an understanding of targeted communication solutions
  that are effected by the audience and cultural specifics.

**Course Prerequisite:** GD2262 Message Making

**Required Texts:** None

**Method of Instruction:** Lecture and Lab

**Materials and Supplies:** High quality graphic
design materials and tools; concept development materials for
sketching and evaluating preliminary ideas; High quality print
papers and related exhibit fabrication materials.

**Estimated Homework Hours:** 4 hours per week

**Technology Required:** Computer lab with Adobe CS
software; High quality print availability.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

A 100-93

A- 92-90

B+ 89-87

B 86-83

B- 82-80

C+ 79-77

C 76-73

C- 72-70

D+ 69-67

D 66-65

F 64 or below

**Process for Evaluation:**

|  |  |
| --- | --- |
| Class Participation | 10% |
| Core Assignment Research and Documentation | 10% |
| Creative Concept Development | 30% |
| Creative Design Development | 30% |
| Assignment Execution and Presentation | 20% |
| **Total** | **100%** |

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**School Wide Grading Policies**

* Class time will be spent in a productive manner.
* Grading will be done on a point system.
* Points for individual activities will be announced.
* All work must be received by the set deadlines.
* Late work receives a grade of zero.
* On-time projects may be redone with instructor approval.
* ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS
  WEEK 11.

**Additional Grading Policies:**

**Classroom Policy:**

* No food allowed in class or lab at any time. Drinks in
  recloseable bottles allowed in classroom.
* Edible items brought to class or lab must be thrown out.
* If student elects to eat/drink outside class or lab door,
  missed time is recorded as absent.
* Attendance is taken hourly. Tardiness or absence is recorded in
  15-minute increments.
* Break times are scheduled by the instructor at appropriate
  intervals.
* No private software is to be brought to lab or loaded onto
  school computers.
* No software games are allowed in lab (unless in course
  curriculum).
* Headphones are required if listening to music during lab. No
  headphones are allowed in lecture.
* Any student who has special needs that may affect his or her
  performance in this class is asked to identify his/her needs to the
  instructor in private by the end of the first day of class. Any
  resulting class performance problems that may arise for those who
  do not identify their needs will not receive any special grading
  considerations.
* It is AI-Sacramento policy that cell phones may NOT be used in
  the classroom. If you have an emergency that requires you to take a
  call during class, you MUST inform the instructor before class
  begins, and step outside the room to take the call or text
  message.

**School-wide Attendance Policy:**

Students who do not attend any classes for fourteen (14)
consecutive calendar days and fail to notify the Academic Affairs
Department will be withdrawn from school.  In addition, the
student may be involuntarily withdrawn at the discretion of the
Academic Director, and with the approval of the Dean of Academic
Affairs, at any time.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of
"W"), a student must meet with his or her Academic Director before
noon on the Friday of week 9.

**Academic Dishonesty:**

Students are expected to maintain the highest standards of
academic honesty while pursuing their studies at The Art
Institutes. Academic dishonesty includes but is not limited to:
plagiarism and cheating; misuse of academic resources or
facilities; and misuse of computer software, data, equipment or
networks.

Plagiarism is the use (copying) of another person's ideas,
words, visual images or audio samples, presented in a manner that
makes the work appear to be the student's original creation. All
work that is not the student's original creation, or any idea or
fact that is not "common knowledge," must be documented to avoid
even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception,
fraud, or breaking the rules set forth by the instructor of the
class. Cheating may include but is not limited to: copying the work
of others; using notes or other materials when unauthorized;
communicating to others during an exam; and any other unfair
advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a
Student Conduct Committee. If the committee determines that there
has been a violation of the Academic Dishonesty policy, the student
will automatically fail the class and, depending on the severity of
the infraction, may face further disciplinary action up to and
including suspension from classes or expulsion from school.

**Disability Policy Statement:**

It is our policy not to discriminate against qualified students
with documented disabilities in our educational programs,
activities, or services. If you have a disability-related need for
adjustments or other accommodations in this class see Steven
Franklin, Director of Student Affairs located on the 2nd
 floor or e-mail him at sfranklin@aii.edu. You must inform
your instructors and the Academic Affairs Office before the end of
week one of classes and preferably before the class start.

**Student Assistance Program:**

The college provides confidential short-term counseling, crisis
intervention, and community referral services through the AllOne
Health Student Assistance Program (SAP) for a wide range of
concerns, including relationship issues, family problems,
loneliness, depression, and alcohol or drug abuse. Services are
available 24 hours a day, 7 days a week, at 1.888-617-3362. The
Student Affairs office also offers programs on mental
health-related topics each quarter. If you have any questions
regarding counseling services, please contact the Student Affairs
office.

**Library Operation Hours:**

The library is open from 8 AM to 8 PM Monday ? Thursday, 8 AM to
5 PM on Friday and 9 AM to 2 PM on Saturday. The library is closed
on Sunday.  Computers are available during these hours for
students to work on classroom projects.

##### Course Outline

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| --- | --- |
| **Meeting #**1  Jul 11th, 2012 | **Lecture:**  Introduction to course objectives and methodology;  Discussion of international design consulting and related challenges;  Discussion of the target culture and audience.  **Lab:**  Assignment #1:  Research development.  **Homework:**  Complete research assignment #1. |
| **Meeting #**2  Jul 18th, 2012 | **Lecture:**  Evaluate the research process and the selection of meaningful data.  **Lab:** Each student will present the findings of their research assignment #1;  Introduction of Assignment #2:  Exterior Identification Signing, phase 1.  **Homework:** Completion of Assignment #2, phase 1. |
| **Meeting #**3  Jul 25th, 2012 | **Lecture:**  Discussion of exterior signing fabrication;  Critique of Assignment #2, phase 1.  **Lab:** Continuation of Assignment #2, phase 2.  **Homework:** Completion of Assignment #2, phase 2. |
| **Meeting #**4  Aug 1st, 2012 | **Lecture:**  Discussion of Product Marketing / Corporate Capabilities introduced to targeted audience and culture;  Introduce Assignment #3, phase 1.  **Lab:**  Creative concept development for Assignment #3, phase 1.  **Homework:**  Complete Assignment #3, phase 1. |
| **Meeting #**5  Aug 8th, 2012 | **Lecture:**  Critique and discussion of exhibits representing Assignment #3, phase 1;  Introduce Assignment #3, phase 2.  **Lab:** Creative concept development for Assignment #3, phase 2.  **Homework:** Complete Assignment #3, phase 2. |
| **Meeting #**6  Aug 15th, 2012 | **Lecture:**  Critique and discussion of exhibits representing Assignment #3, phase 2;  Introduce Assignment #3, phase 3.  **Lab:**  Creative concept development for Assignment #3, phase 3.  **Homework:**  Complete Assignment #3, phase 3. |
| **Meeting #**7  Aug 22nd, 2012 | **Lecture:** Critique and discussion of exhibits representing Assignment #3, phase 3;  Introduce Assignment #3, final refinement;  Introduce Assignment #4.  **Lab:** Final refinement for Assignment #3.  **Homework:** Completion of Assignment #4. |
| **Meeting #**8  Aug 29th, 2012 | **Lecture:**  Critique and discussion of exhibits representing Assignment #4;  Introduction of Assignment #5, phase 1.  **Lab:**  Creative development of Assignment #5, phase 1.  **Homework:** Completion of Assignment #5, phase 1. |
| **Meeting #**9  Sep 5th, 2012 | **Lecture:**  Critique and discussion of exhibits representing Assignment #5, phase 1;  Introduction of Assignment #5, phase 2.  **Lab:**  Creative development of Assignment #5, phase 2.  **Homework:**  Completion of Assignment #5, phase 2. |
| **Meeting #**10  Sep 12th, 2012 | **Lecture:**  Critique and discussion exhibit representing Assignment #5, phase 2;  Discussion of final exam and final presentation of exhibits representing Assignments #2 through #5.  **Lab:** Final exhibit refinements  **Homework:**  Prepare for final exam and exhibit presentation. |
| **Meeting #**11  Sep 19th, 2012 | Final exam and design presentation. |