

Course Number and Title: VSC 272 Applied Practice Ad Design

Campus Location:

Dover

Effective Date:

2021-51

Prerequisite:

VSC 115, VSC 210, VSC 271

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course prepares students with the workplace skills necessary for professional job placement. Topics include self-assessment techniques, time management tools, and professional workplace behavior. The study of the technical and aesthetic aspects of creating advertising layouts and the conceptualization of imagery are also covered. Students explore a variety of digital techniques while developing critical thinking and problem-solving skills. Students use their knowledge of ad design and/or illustration to communicate ideas graphically for use in a professional portfolio. Emphasis is placed on individual investigation and discovery while remaining open to collaboration.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

Materials for this course vary based on the individual solutions developed by the student in response to project assignments.

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform. (CCC 2, 4, 5, 6; PGC AAD 2)
2. Apply the basic elements and principles of design to illustration and/or advertisement design. (CCC 1, 2, 4, 5, 6; PGC ADD 3, 4, 5)
3. Apply project planning, project management, copyright and fair use, and teamwork to illustration and/or advertisement design. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 3, 4, 5, 6)
4. Create layouts and campaigns using materials that express issues pertaining to the creative brief content and/or client subject matter. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
5. Create images and graphics for web and/or print. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5)
6. Prepare and present a formal concept presentation, and use constructive criticism to make improvements. (CCC 1, 2, 3, 4, 5, 6; PGC ADD 2, 3, 4, 5, 6)
7. Create, present, and defend the design and technical merits of all completed work. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5, 6)
8. Package and prepare all final client-approved work for delivery to a commercial printer and/or client. (CCC 1, 2, 4, 5, 6; PGC ADD 1, 2, 3, 4, 5, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Access, use, and store data using a Macintosh or personal computer (PC) based platform.
 1. Use the various operational basics of a Macintosh or PC system.
 2. Create and store files in proper areas.
2. Apply the basic elements and principles of design to illustration and/or advertisement design.
 1. Explain image resolution, image size, and image file format for web and/or print media.
 2. Apply design principles, elements, and image composition.
 3. Define key terminology of digital images and principles of design.
3. Apply project planning, project management, copyright and fair use, and teamwork to illustration and/or advertisement design.
 1. Interpret the purpose, audience, and audience needs for preparing images that meet design brief requirements.
 2. Communicate design plans with other members of the design team and clients.
 3. Discuss standard copyright rules for images and image use.
 4. Discuss project management tasks and responsibilities.
 5. Create a review and redesign cycle based on feedback.
4. Create layouts and campaigns using materials that express issues pertaining to the creative brief content and/or client subject matter.
 1. Use a variety of media to create advertisement designs that satisfy the needs of the client.
5. Create images and graphics for web and/or print.
 1. Prepare images for web and print.
6. Prepare and present a formal concept presentation, and use constructive criticism to make improvements.
 1. Mount, matte, or otherwise display work for presentation.
 2. Present concept design in a formal critique.
 3. Incorporate constructive criticism to make improvements.
7. Create, present, and defend the design and technical merits of all completed work.
 1. Present and discuss created work with an assigned client.
 2. Incorporate client feedback.
8. Package and prepare all final client-approved work for delivery to a commercial printer and/or client.
 1. Email, upload, and save completed work for a client.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

VSCAASADD

1. Integrate the principles and elements of design into cohesive problem solving techniques for advertising design assignments.
2. Create or evaluate and select illustrative or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
3. Critique design solutions and develop strategies for strengthening their conceptual and technical effectiveness.
4. Structure a problem solving strategy for delivery of the client's message to his market, making efficient use of current design, production, and delivery technologies.
5. Synthesize components of ad-design solutions into cohesive presentations that are technically and conceptually effective.
6. Create or evaluate and select, illustrative, or photographic imagery for use in effectively evoking a response within an ad-design solution's target market.
7. Integrate professional, ethical, and legal standards into business practice.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.