

Advertising Design and Commercial Art Level 1 Syllabus

Teacher Suzanne Sykes

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Room # 326

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Course Description:

Advertising Design and Commercial Art teaches the technology, skills and industry procedures in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Includes instruction in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics. With a focus in the print digital multimedia art industry theories are applied to projects that originate through a combination of theory, practical application, enterprise, community service and competitions.

Course Objective:

Level One Introduction to Graphic Design helps students learn the theories and foundations that are industry cornerstones. Design, Printing Surfaces, Drawing and Illustration, Typography, Computers, Digital Photography, Color Theory an Application, Production and Printing, Communication and Career Skills, Work Environment Awareness, Multimedia, and Creativity.

Course Requirements:

Students learn both personal computer and iMac technology, plan and prepare dynamic required portfolios in preparation for art school and industry. All students participate in year-end Art & Design show and exhibit their work to a variety of audiences. Senior students are required to display a senior show by constructing a showcase display of portfolio pieces. The class is aligned with an advertising and design standardized test given at the end of the program. The test measures competency in written and performance areas and when passed it qualifies the student for entry into the advertising design field.

Criteria for Assessing Student Performance:

Class Work	20%	Writing Assignment & Classroom Assignment- Papers, Journals, Yearbook, sketchbooks
Participation	20%	Contributions, maintaining work area, attendance, preparation
Projects	40%	Applications of Graphic Design Theory - Completed Portfolio Pieces
Tests	20%	Written/Verbal Assessments

Benchmark Assessment: Mid-term and Final Exams are weighted as a separate category

Standards:

New Jersey Student Learning Standards (NJSLs) in English Language Arts and Mathematics; 8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include: Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3. Career and Technical Education aligned to industry standards.

Textbooks & Software –

Adobe Photoshop CS6

Adobe Illustrator CS6

Adobe InDesign CS6

Adobe Photoshop SC6 Classroom in A Book, The Official Training Book from Adobe Systems, Adobe Systems, Inc.

Adobe Illustrator SC6 Classroom in A Book, The Official Training Book from Adobe Systems, Adobe Systems, Inc.

Adobe InDesign SC6 Classroom in A Book, The Official Training Book from Adobe Systems, Adobe Systems, Inc.

Advertising Design and Commercial Art Level 2 Syllabus

Teacher Suzanne Sykes

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Room # 326

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Course Description:

Advertising Design and Commercial Art teaches the technology, skills and industry procedures in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Includes instruction in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics. With a focus in the print digital multimedia art industry theories are applied to projects that originate through a combination of theory, practical application, enterprise, community service and competitions.

Course Objective:

Level Two is designed to allow student to experience various career paths which are accessed through the Graphic Design foundation, such as Fine Arts, Advanced Drawing, Digital Photography, Website Design, Illustration, Display, Mural painting, Publishing, and Multi-Color Screen Printing. Technology and industry procedures are the backdrop in all assignments. A research paper is written; and sketchbooks and notebooks/journals are maintained.

Course Requirements:

Students learn both personal computer and iMac technology, plan and prepare dynamic required portfolios in preparation for art school and industry. All students participate in year-end Art & Design show and exhibit their work to a variety of audiences. Senior students are required to display a senior show by constructing a showcase display of portfolio pieces. The class is aligned with an advertising and design standardized test given at the end of the program. The test measures competency in written and performance areas and when passed it qualifies the student for entry into the advertising design field.

Criteria for Assessing Student Performance:

Class Work	20%	Writing Assignment & Classroom Assignment- Papers, Journals, Yearbook, sketchbooks
Participation	20%	Contributions, maintaining work area, attendance, preparation
Projects	40%	Applications of Graphic Design Theory - Completed Portfolio Pieces
Tests	20%	Written/Verbal Assessments

Benchmark Assessment: Mid-term and Final Exams are weighted as a separate category

Standards:

New Jersey Student Learning Standards (NJSLs) in English Language Arts and Mathematics; 8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include: Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3. Career and Technical Education aligned to industry standards.

Textbooks & Software –

Adobe Photoshop CS6

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Advertising Design and Commercial Arts Level 3 Syllabus

Teacher Suzanne Sykes

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Course Description:

Advertising Design and Commercial Art teaches the technology, skills and industry procedures in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Includes instruction in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics. With a focus in the print digital multimedia art industry theories are applied to projects that originate through a combination of theory, practical application, enterprise, community service and competitions.

Course Objective:

Level Three develops skills and knowledge for the design and production of the school's yearbook. This includes instruction in concept design, layout, paste-up, and techniques with the utilization of computer graphics. Students will manage an enterprise with planning and implementation of the creation of the yearbook. A portfolio is also compiled and presented to art-trained staff and Advisory members for adjudication as a senior project for graduation. Students also complete the training and certification exam for Adobe Associate. Third year seniors in good standing are eligible to participate in the work placement, and receive release time from class to work as interns in career-related jobs.

Course Requirements:

Students learn both personal computer and iMac technology, plan and prepare dynamic required portfolios in preparation for art school and industry. All students participate in year-end Art & Design show and exhibit their work to a variety of audiences. Senior students are required to display a senior show by constructing a showcase display of portfolio pieces. The class is aligned with an advertising and design standardized test given at the end of the program. The test measures competency in written and performance areas and when passed it qualifies the student for entry into the advertising design field.

Criteria for Assessing Student Performance:

Class Work	20%	Writing Assignment & Classroom Assignment- Papers, Journals, Yearbook, sketchbooks
Participation	20%	Contributions, maintaining work area, attendance, preparation
Projects	40%	Applications of Graphic Design Theory - Completed Portfolio Pieces
Tests	20%	Written/Verbal Assessments

Benchmark Assessment: Mid-term and Final Exams are weighted as a separate category

Standards:

New Jersey Student Learning Standards (NJSLs) in English Language Arts and Mathematics; 8.1 and 8.2 Technology Standards; 21st Century Life and Careers Standards that include: Career Ready Practices; 9.1 Personal Financial Literacy; 9.2 Career Awareness, Exploration, and Preparation; 9.3. Career and Technical Education aligned to industry standards.

Textbooks & Software –

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