

# Introduction to Studio in Graphic Design- Advertising Design

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This art course is an upper level art elective worth one credit towards graduation

Prerequisite: Studio in Art

## **Description:**

This is an advanced course focused on the exploration of art as a communication tool in contemporary marketing. Students will become familiar with the process, and the art, of combining text and graphics whose purpose is to communicate an effective message. Designing of logos, brochures, posters, business cards, book covers, CD covers, newsletters, signs and many other type of visual communication will be explored. Students will be introduced to desktop publishing, illustration, layout software. Elements and Principles of Art & Design will be discussed and used as an integral part of the process. Students will become proficient in the handling of the software tools available to them.

**Final Assessment:** Portfolio and portfolio review , Sketchbook and notebook

## **Required supplies:**

- A. A 4 gb or larger flash drive- you may use one that you have for another class but it should be 8 gb or larger if you share it
- B. small sketchbook/notebook to record observations & ideas
- C. a plastic folder to keep handouts & returned work organized

Supplies are needed by 9/13 ( if unable to have by then please talk to me)

## **Rules:**

- A. **RESPECT** the teacher, yourself, your peers, all artwork, and supplies
- B. Stay and work in your assigned seat
- C. Work quietly so as not to disturb others
- D. Clean up after yourself & tablemates

## **Grading:**

All grades will be numerical. Your earned points ( ex.385) divided by your possible points ( ex.400) will calculate a 96.3 % . This will be rounded to a 96% on the report card. All sketchbook assignments will also be counted- a missed assignment averages in a 0 which drastically reduces your average.

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Student \_\_\_\_\_ Graphic design per \_\_\_\_\_

I have read & understand the drawing & painting goals, rules & requirements that my child/ward will be asked to follow. I will support them in achieving & following these.

Parent/guardian signature \_\_\_\_\_

Please Return by 9/13 for 5 points