

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Advertising Graphics and Design</u>
COURSE RUBRIC AND NUMBER	<u>ARTC 2301</u>
COURSE TITLE	<u>Illustration Techniques II</u>
COURSE CREDIT HOURS	<u>3 2 : 3</u> Credits Lec Lab

I. Catalog Description

Provides an advanced study of illustration media and techniques using digital and/or traditional tools. Emphasizes conceptualization and comparison. **(2:3). Lab fee.**

II. Course Objectives

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

- A. Create and develop the elements of good layout design done in traditional wet media.
- B. Conceptualize and produce various package design projects.
- C. Design professionally finished outdoor advertising billboards and signage.
- D. Develop and compose brochures in various colors & production sizes.
- E. Illustrate a variety of storyboards for television & movie applications.
- F. Render food illustrations for composition of a menu design.
- G. Create flyers using several different paper stock materials.
- H. Produce creative and innovative greeting card designs.
- I. Structure good advertising and design elements for print media.
- J. Render professionally finished work for all studio critiques.
- K. Meet all critique deadlines on time.

III. THECB Learning Outcomes (WECM)

- 1. Use problem solving and conceptual skills needed by professional illustrators.
- 2. Create projects that communicate visual solutions.

IV. Evaluation

- A. Outside class assignments will be made at the discretion of the instructor. The instructor will evaluate assignments immediately after they are due.

- B. There will be a formal studio critique upon completion of every assignment. The critique will be treated with the same integrity as the traditional examination. Any critique that is missed will constitute 2 F's for the assignment.

- C. The student will be graded on each assignment on uniqueness, conceptualization, and professionally finished work. An overall semester grade according to the performance rating scale will also be given.

Grading Scale: Two grades will be given for each project, including the final exam. Example: (A/A): the first A represents concept, the second A represents professionally finished work. Grades are then averaged as follows:

A = 4 points	Grades will be added together and averaged.
B = 3 points	Example: A/B = $4 + 3 = 7$ divided by $2 = 3.5$ (B+)
C = 2 points	
D = 1 point	
F = 0 points	

Perfect Attendance (attending each class session) will raise a student's Final Grade to the next higher level; therefore, the B+ becomes an A.

- D. Written exams or pop quizzes over certain textbook reading assignments will be given at the discretion of the instructor. These test grades will figure accordingly to the final semester grade.
- E. If failing grades are earned, the student is encouraged to confer with the instructor for remediation. (extra credit, etc.)

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.