

**El Paso Community College**  
**Syllabus**  
**Part II**  
**Official Course Description**

<b>SUBJECT AREA</b>	<u><b>Advertising Graphics &amp; Design</b></u>								
<b>COURSE RUBRIC AND NUMBER</b>	<u><b>ARTC 1321</b></u>								
<b>COURSE TITLE</b>	<u><b>Illustration Techniques I</b></u>								
<b>COURSE CREDIT HOURS</b>	<table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"><u><b>3</b></u></td> <td style="text-align: center;"><u><b>2</b></u></td> <td style="text-align: center;"><b>:</b></td> <td style="text-align: center;"><u><b>3</b></u></td> </tr> <tr> <td style="text-align: center;">Credits</td> <td style="text-align: center;">Lec</td> <td></td> <td style="text-align: center;">Lab</td> </tr> </table>	<u><b>3</b></u>	<u><b>2</b></u>	<b>:</b>	<u><b>3</b></u>	Credits	Lec		Lab
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Credits	Lec		Lab						

**I. Catalog Description**

Studies illustration techniques in various media. Emphasizes creative interpretation and the discipline of draftsmanship for visual communication of ideas. **Prerequisites: ARTC1327, ARTS1311, and ARTS1316. (2:3). Lab fee.**

**II. Course Objectives**

Upon satisfactory completion of the course, the student will be able to meet at least 70% of the following:

- A. Conceptualize and submit all assigned projects done on traditional Wet Media.
- B. Present unique and creative approaches to Advertising Production projects.
- C. Render professionally finished work for all studio critiques.
- D. Meet all critique deadlines on time.

**III. THECB Learning Outcomes (WECM)**

- 1. Use research and reference material in the creative process.
- 2. Choose media.
- 3. Demonstrate hand skills with traditional tools for a visual solution.

**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  
B = 3 points  
C = 2 points  
\*D = 1 point  
\*F = 0 points

Grades will be added together and averaged.  
Example:  $A/B = 4 + 3 = 7$  divided by  $2 = 3.5$  (B+)

Perfect Attendance (attending each class session) will raise a student's final grade to the next highest 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.

❖ If these grades are earned, the student is encouraged to confer with the instructor for remediation.

## 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.