

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 keeping cultural effects in mind.
- C. Design professionally finished outdoor advertising billboards and signage.
- D. Develop and compose brochures in various colors and production sizes.
- E. Illustrate a variety of storyboards for television and 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.
- D. 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:
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|--------------|--|
| 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.
- E. 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.
- F. If failing grades are earned, the student is encouraged to confer with the instructor for remediation. (extra credit, etc.)

V. Disability Statement (Americans 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.