

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

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

**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:
- |              |  |
|--------------|--|
| 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.