

Advertising Practices and Applications

SUNY Farmingdale VIS 188

Ward Melville High School • Mrs. Trettner

COURSE DESCRIPTION

This full year course deals with major areas of advertising, including advertising design, editorial design, graphic design and package design. Advertising Practices and Applications is designed to develop the knowledge and understanding of the aesthetic principles, history and skills involved in all phases of the design industry. Heavy emphasis is placed on the proper use of tools, the vocabulary of the field, the many types of media used, the various techniques and an awareness of the methods of reproduction. Creating ideas from roughs to finished art will be stressed in all design assignments. All assignments align with the common core and the National Core Art Standards.

EXPECTATIONS

respect • professional attitude • proper language • detail oriented • best effort • be on time • think outside of the box
• smart choices

CLASSROOM RULES

- No food or drink in the room—especially near the computers.
- Do not print until you receive teacher approval.
- Only teacher assigned projects may be printed in this room.
- Always clean up after yourself. If you take something out, put it back when you are done.
- Pass usage: one at a time. Do not leave the room without telling me first. Please do not ask to use the pass in the first or last 10 minutes of class unless it is an emergency.
- Do not go on the Internet unless you have received permission from the teacher.
- Under no circumstances should computer games/AIM be downloaded onto the computers—this action will result in an automatic detention.
- You will be assigned a computer in the classroom to work on for the entire year.

MATERIALS

- Sketchbook (can be any size, although 8 ½ x 11 is recommended)
- External hard drive or USB drive will be helpful to back your work up (this is optional)
- Digital camera and video camera will be helpful, but is not required

GRADING POLICY

Each quarter grade is comprised of project grades as well as homework, class work and critiques. No one project will count for more than 20% of the final quarter grade. Grades will be regularly posted on the ICampus portal so student progress may be checked throughout the school year. If you notice a mistake on the portal, please contact the teacher immediately and do not wait until the end of the quarter.

Quarter Grade:

Average Project Grades: 90%
Homework/class work/critiques: 10%
100% = quarter grade

Final Grade:

Quarter 1 25%
Quarter 2 25%
Quarter 3 25%
Quarter 4 25%
100% = final grade

ART WORK CREATION

All artwork created in this course must be original and should not be offensive. Students may not use any images from the Internet or elsewhere, which were created by another individual. Students may not use work that was handed in for another class for this course. It is also expected that student's complete assignments during class time and not solely on their own at home.

CRITIQUES

Critiques are an extremely important part of this class. At the end of each project we may hold a class wide critique. Every student is expected to share his or her design with the class and speak about it. Students are also expected to give constructive criticism to their classmates during our critiques.

LATE PROJECTS

Every day a project is late, 10 points will be deducted. If you are absent the day a project is due, it is your responsibility to show it to the teacher. If you missed class the day a major project is due, yet were still in school it is your responsibility to find the teacher and turn your project in, or it will be marked late.

HOMEWORK

Homework assignments will not be accepted late (unless you communicated with me prior to the due date). If for some reason you feel that you cannot make a homework deadline, please come speak to me.

FINAL DIGIAL PORTFOLIO

At the end of the year you will be required to submit a portfolio to me. This portfolio should contain your projects from the year. This will count as a project grade. Student can see Mrs. Trettner for portfolio recommendations.

ABSENCES

If you miss class for any reason it is your responsibility to come speak to me about what you missed.

CONSEQUENCES FOR INAPPROPRIATE BEHAVIOR

1. Warning, 2. Student-teacher conference, 3. Telephone call to parents/guardians, 4. Office referral

EXTRA HELP

If for any reason you feel lost or behind in what we are doing, PLEASE come speak to me as soon as possible.

HOW TO CONTACT ME

The best way to get in contact with me is through e-mail: jtrettne@3villagecsd.org or 631-730-4399

I HAVE READ & UNDERSTAND THE ABOVE INFORMATION:

Student:

Print Name _____ Signature _____

Parent/Guardian:

Print Name _____ Signature _____

• Parent, what is the best way to get in touch with your during the school day, and if you have an e-mail address that you check regularly, please provide it here: