



ADVANCED GRAPHIC DESIGN

& ADVERTISING PRACTICES & APPLICATIONS SUNY FARMINGDALE VIS188
course syllabus • 2019-2020

COURSE DESCRIPTION

This full year **HONORS LEVEL** course is a continuation of Introduction to Graphic Design. Students will work on real-world projects through the use of the Adobe Creative Suite. Students will explore careers available to artists interested in the communications industry. They will learn to communicate ideas graphically as they work with clients. Students will work to build a college level portfolio. *Advertising Practices and Applications is a college level class and students are expected to work at a higher level. For a fee determined by Farmingdale State University, students may receive 3 credits from SUNY Farmingdale. Transcripts may be requested through SUNY Farmingdale. These courses are considered part II and part III of the Ward Melville Advertising Design Academy.*

materials

SKETCHBOOK
(no larger than 8.5x11")

USB DRIVE or EXTERNAL HARD DRIVE*
(to back work up)

ADOBE CREATIVE SUITE*
(Illustrator CC 2017)

TISSUES*

*optional

CLASS EXPECTATIONS

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

CLASSROOM RULES



- No food or drink in the room—especially near the computers.

This is a NUT-FREE classroom.

- Do not print until you receive teacher approval.
- Only teacher assigned projects may be printed.
- 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 notifying the teacher. 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.
- **Cell phones:** must be used in a respectful and professional manner. If the phone becomes a distraction, student will be subject to the school's code of conduct for insubordination.

ABSENCES & EXTRA HELP

If you miss class for any reason it is your responsibility to speak to the teacher about what you missed. Please check the google classroom for any new assignments given. If for any reason you feel lost or behind in what we are doing, PLEASE come speak to the teacher as soon as possible extra help can be arranged. If you schedule a music lesson during this class period please speak with the teacher first.



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 students complete assignments during class time and not solely on their own at home.

contact info
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Text:
@20AdvWeis to 81010



@WMHSart

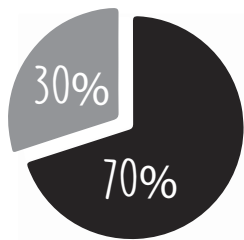


facebook.com/WMHSart
fb.com/ThreeVillageArt

GRADING POLICY



late projects



● **PROJECTS:** 70%
● **CLASS WORK & HOMEWORK:** 30%
homework & class work assignments will not be accepted late



FINAL COURSE GRADE:
each quarter will be worth 25% of the final course grade

If you are absent the day an assignment is due, it is your responsibility to show it to the teacher when you return or have it uploaded to google classroom. 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. Every day a project is late, 10 points will be deducted. Students missing a project deadline will have a 'missing' entered as a grade until the project is turned in. If for some reason you feel that you cannot make a deadline, please come speak to the teacher. This policy does not refer to accepting class work/homeworks late.

ICAMPUS & google classroom

We will be utilizing google classroom. Students will be expected to upload assignments to this site on a regular basis. Class hand outs, presentations, and other resources can also be found here as well.

Grades will be posted on the ICampus portal. Student progress may be checked throughout the school year. If you notice a mistake on the portal, please contact the teacher immediately. A 'missing' will be entered if the student is absent the day an assignment is due. The missing calculates into the average as a zero until work is submitted. Actual zeros that are entered means the student did not complete the assignment. **LATE HOMEWORK AND CLASS WORK WILL NOT RECEIVE FULL CREDIT.** Students have time to complete most classwork during the period. Homeworks are assignments solely done at home. If class work or homework is handed in past the deadline, 50 points will be deducted per day. If you are absent the day work is due, it is your responsibility to show it to the teacher when you return or have it uploaded to google classroom by the deadline.

TECHNOLOGY USE



Students are responsible for computer equipment, cameras and other equipment used. They will be held accountable if anything is lost, stolen (without reasonable care on the student's part) or misused in any way. Students are responsible for replacing any equipment that is lost, stolen or broken due to negligence.

DIGITAL PORTFOLIO

At the end of the year students will be required to submit a digital portfolio. This portfolio should contain the most final version of each project we did throughout the year. This will count as a project grade.

please sign here



I HAVE READ & UNDERSTAND THE SYLLABUS

STUDENT:
Print Name _____

Signature _____

PARENT/GUARDIAN:
Print Name _____

Signature _____

Parent E-mail _____