

# Advertising Design I & 2

## Course Description

Welcome you to Advertising Design! Advertising Design I & 2 are courses that focus on creating and composing images for a variety of graphic design solutions. Emphasis is on originality of work and building a portfolio. The courses are project-based and students must be prepared to put in the time & effort necessary to meet the required high-quality standards. Knowledge about career opportunities, soft skills, workflow productivity are also taught to help prepare students for success in the 21st century competitive global economy.

## Software

Adobe Creative Suite software is used: Photoshop, In Design and Illustrator.

## Materials & Fees

- 1 gigabyte jump drive (it will be your responsibility to back up your files)
- Folder or binder

The fee required for this is course **\$25.00** and covers various materials, field trips and contest entry fees. Checks or money orders are preferred and can be made out to the FISD CTE Center.

## Class Expectations

As your instructor, I would like each of you to walk away with a firm understanding of graphic & advertising design, but more important than any content learned is your attitude & work ethic. A student's general attitude in regards to assignments, suggestions from the instructor, attendance and relationships with peers is indication of their ability to be successful on the job and adapt to the world of business. It is essential for you to have a healthy, respectful attitude & responsible work habits all year. These are important life skills necessary for your personal & professional life.

The following are a list of expectations in our classroom. Failure to adhere to these expectations will result in disciplinary actions. Repeated offenses may include removal from the program.

- Wear your CTEC ID badge at all times in the building; this is a dress code violation if not worn.
- Be punctual. If you are tardy you will be required to get a pass from the office.
- "Punch-in" each day by signing in within the first 15 minutes of class.
- Breaks are only 10 minutes and must be taken during the set time. Any snacks should be consumed during this time.
- Food & Drinks are NOT allowed for any reason in the lab.
- Cell phones may not be used in the classroom. If seen they will be taken up and turned into the office.
- Be respectful and courteous to all students, staff and visitors.
- Show initiative by beginning work without prompting or direction.
- Work quietly throughout class. No off-task behavior such as internet surfing or gaming.

## Grading

The student's grade will be based on three categories: daily 20%, minor 30% and major 50%. We focus on **authentic assessment** which is a form of assessment in which students are asked to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills. Therefore, the majority of work is completed in class and is project based.

If a student misses class for any reason they are responsible for attaining their make up work and completing it within the specified time. All make up work should be done before/after school; time permitting work may be done in class with the instructor's approval. The CTEC student handbook will be followed in regards to late work. Retests will be given for students making below a 70 on tests. They must schedule to retest during a seven-day period. A grade of a 0 may be given if the student fails to show up for the scheduled retest. Only students with an excused absence are eligible for retest.

All assignments must represent the student's own work. A student may discuss assignments with other students to gain a better understanding of the problem; however, copying projects or assignments, whole or in part, from ANY source, is considered academic dishonesty and/or plagiarism and will result in a grade of zero for that assignment. Cheating includes the student receiving as well as supplying information during assignment/test without permission.

**Acceptable Use Policy**

The FISD Technology Acceptable Use Policy for the district will be strictly enforced.

**No GAME Policy**

There is a strict NO GAME policy. Class time is used for learning, collaborating and instruction. If students are playing any type of game during class a deduction will be made from their daily grade. Repeated offenses will result in an office referral.

**Student Portfolios**

All students will work on portfolios which will include student resume, bios, certifications, awards and print samples of their design graphics. The portfolios can take theirs to interviews with potential colleges, employers or clients.

**Contests**

Students will have several opportunities to compete in various Digital Graphics contests. These are ideal times for a student to showcase their work and gain recognition and/or various prizes.

**Organizations**

Depending on the student's home campus there are several organizations they can become a part of. Each organization will have national, state and local dues depending on their campus. By being a part of BPA or DECA there are contests the student may compete in as well as possible scholarship opportunities.

1. Business Professionals of America (BPA)
2. National Technical Honor Society (NTHS)
3. DECA

**Field Trips**

Students who are failing one or more classes will not be allowed to attend class field trips when attendance on the field trip allows the student to miss class/instruction time for the class(es) he/she is failing.

**Signatures**

Please sign the following sheet and return to your instructor. A signature indicates that you have read and understand the course syllabus.

Student Name: \_\_\_\_\_

Student ID & Campus: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent Name: \_\_\_\_\_

Parent Contact #: \_\_\_\_\_

Parent Signature: \_\_\_\_\_

Date: \_\_\_\_\_