Introduction to Commercial Art (ART-059-300-001)

Commercial Art

Syllabus

Course Description

This commercial art course teaches the introductory elements of graphic design, the concept of simplification, and the history and function of typography. Students will also apply principles and elements of design, employ principles and concepts of advertising, and use a computer to research, create, or manipulate images.

Prerequisites

- There are no required courses students should take as prerequisites.
- It is required that students have access to and basic familiarity with a graphics program to complete the assignments.

Course Materials and Technology

Students must buy or have access to these materials and technology to complete the course:

- a webcam and microphone for the Application Assignment Client Check-Ins and proctored final exam
- a graphics program that can format files for printing, such as Adobe Photoshop, Adobe Illustrator, GIMP, Inkscape, or Canva. (If you are not already familiar with an app you like, search “best digital art apps for students” to get started.)

- a screencast program students can use to record their client presentations and show online portfolio pages, such as Apowersoft, Loom, OBS Studio, Screencastify, or ScreenRec.
- an account for an online service to create an online portfolio, such as Google Sites.

Course Outcomes

As students complete the course assignments, they will increase their knowledge, improve a 21st-century skill, and develop an attribute.

Knowledge: Introduction to Commercial Art

In this course, *knowledge* refers to the subject matter and content students will learn while completing the readings, practices, quizzes, and assignments.

On successful completion of this course, students will be able to do the following:

1. Describe commercial art orientation and job standards.
2. Use brainstorming in the creative process.
3. Demonstrate proper drawing, typography, and color techniques.
4. Demonstrate basic design principles.
5. Demonstrate safe practices for creating media pieces.
6. Explain and practice copyright laws, ethics and legal issues dealing with photography.
7. Develop career-readiness skills.

21st-Century Skill: Creativity: Work Creatively with Others

As students complete this course's assignments, they will learn to *Work Creatively with Others*. This skill is an aspect of Creativity.

Attribute: Humility

This course focuses on developing the attribute of humility in the context of commercial art.

Grading and Assignments

The letter grade in this course will be based on these assignments and exams.

Assignment or Exam	Grading	Percent of Total Grade
Study Guides	Computer-Graded	15%
Application Projects	Teacher-Graded	50%
Module Quizzes	Computer-Graded	5%
Midcourse Quiz	Computer-Graded	10%
Final Exam*	Computer-Graded	20%

*Students must pass the final exam with a score of 60% or higher to earn credit for the course. They may retake the final exam once for a fee.

Due Dates

The due dates in the course are only suggestions to help the students pace themselves. You do *not* need to complete assignments, quizzes, and exams by the due date set in the course.

Study Guides

Study guides are provided for each module. They will help students focus on the important concepts needed to be successful in this course and in life. Study guides will be due in each module and points will be awarded upon submission.

Application Projects

Application projects give the students opportunities to apply the concepts they have learned to real-life situations, scenarios, and events. They also evaluate the students' mastery of the skill for the course.

In the Application Assignments that are Client Check-Ins, the students will submit their work on the poster that they have been virtually hired to create. The poster is the course's primary project. Students will include designs and information in their online portfolios for the instructor (playing the role of the client) to review. Students will also post videos explaining how their work fits the requirements and why they made the choices they did.

The last Application Assignment is the complete Online Portfolio.

Module Quizzes

Quizzes are administered at the end of each module. Each quiz is open-book, open-note, and untimed. They consist entirely of multiple-choice questions and come directly from the lesson material and the videos.

Midcourse Quiz

This computer-graded quiz covers the material up to the midcourse quiz. The questions on the midcourse quiz are similar in format to the questions on the final exam.

Final Exam

Students must pass the final exam to earn credit for the course; they may retake it once, for a fee, upon request.

Course Grade

The letter grade will be calculated according to these percentages.

Percent to Letter Grade Calculation	
A	100%–93%
A–	<93%–90%
B+	<90%–87%
B	<87%–83%
B–	<83%–80%
C+	<80%–77%
C	<77%–73%
C–	<73%–70%
D+	<70%–67%
D	<67%–63%
D–	<63%–60%
F (fail)	<60%–0%