

# Advertising Graphics

Communication 3430

Fall 2005

MW 6:00 – 7:52 p.m.

Russell Hall 106

---

Instructor: Sang Um Nam  
Department of Communication Technologies  
Email: [nams@uwplatt.edu](mailto:nams@uwplatt.edu)  
Office: 311 Pioneer Tower  
Office Hours: MWF 9-11 a.m., TTh 1-3 p.m.

## Course Description

An introduction to the designer's role in the design of advertising, taken from the strategy of designing a brand identity; lectures and studio work will cover the historical as well as contemporary concepts and techniques utilized in advertising design. Advertising design, illustration and typography will be explored pertaining to a wide range of commercial applications.

## Course Objectives

Upon the completion of this course, students will:

- Have a practical and aesthetic understanding of how the design of a company's image and brand identity is a key element in contemporary advertising
- Be able to effectively demonstrate the ability to communicate visual concepts through effective design
- Articulate the role of the designer in contemporary visual theory
- Have an appreciate of graphic design as a vital mode of expression in our society
- Explore the practical facility and use of various media and techniques to create effective designs

## Required Text

Neumeier, Marty. The Brand Gap. New Riders. 2003

Wheeler, Alina. Designing Brand Identity. John Wiley & Sons, Inc. 2003

## Grading

Assignments 1-3	30 (5, 10, 15)
Assignments 4	30
Group Presentation / Peer Response	20
Final Paper	20

## Notes on Grading

While grading aesthetically based works is always somewhat subjective, the following general guidelines will be used for evaluation:

- You have surpassed all the basic requirements of the assignment, and demonstrated technical mastery of the craft as well as a creative and critical treatment of the subject.
- You have met all the requirements of the assignment in execution and thoughtfulness.
- You completed the assignment and demonstrate technical mastery of the assignment but lacked a creative or critical engagement. Or, you have met the creative standards but lacked the technical expertise to fully execute the project.
- You have not met the requirements of the project.
- You did not turn in the work.

### **Group Presentation / Peer Response**

The role of the presenters is to lead the discussion of the reading for the class.

- Responsibilities of the presenters:

- Summarize the reading for the class – what was it about?
- Provide engaging responses to the reading – what did you think of these ideas?
- Pose and discuss any questions this reading raised for you
- Address any areas where you may have been confused or needed clarification

- Responsibilities of the class (peer response):

- Briefly outline the key points of the reading
- Pose questions to the presenters
- Respond and discuss any questions this reading raised for you

### **Attendance**

In this class, attendance is mandatory – not optional. If you miss class, you miss the points awarded for in-class participation that day. Participation points cannot be made up. Students who miss class for any reason are responsible for gaining content from fellow students and the text. Coming to class later or leaving class early is counted as an absence. No excuse is accepted as an exception to this policy.

### **Excused Absences**

Students have the right to miss class for religious observances. Students wishing for time off for this reason should let the instructor know within the first two weeks of class. Sometimes absences from class are unavoidable because of illness. Such illness should be reported to *Student Health Services*. Emergencies, other illness, which cause absence from class should be reported to the *Office of Student Affairs*. Such students are expected to meet with the instructor as soon as possible after the crisis has passed and arrange to make up any missed work.

### **Students with Disabilities**

I encourage any student with a documented disability needing academic adjustments to speak with me, after class or during my office hours, and please to speak with Services for Students with Disabilities located in 114 Warner Hall, 342-1818 as early in the semester as possible in order to make the appropriate accommodations that might be helpful. All discussions will, of course, remain confidential.

## **Academic Misconduct**

Students are expected to demonstrate maturity in their decisions and therefore are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and most importantly for the respect of others academic endeavors. See pp. 177-178 of your student handbook for further elaboration.

## **Notes on Appropriated Material**

You may borrow graphic elements and sample sounds from professional sources such as stock photo and audio CDs. However, you are responsible for integrating borrowed material successfully into your work. Crude, low quality scans and samples will limit your results. Also, be aware that while students are generally allowed to borrow freely, *professionals have no such privilege*. Copyrighted materials must be paid for in the real world. You must acknowledge any relationships to borrowed or derived materials in a notation/credit.

Projects that represent only marginal modifications of borrowed materials are not eligible for any grade higher than C.

## **Disclaimer**

In this class I reserve the right to show a broad range of course materials, some of which assume the audience to be adult in age and demeanor. Should you at any time in the course of the class feel offended by something you have seen or heard, we would appreciate you staying to be part of a dialogue. If you feel that you cannot stay, remove yourself from the classroom as discretely as possible. You may be asked to report on your response.

## **Course Schedule**

Please refer to Desire to Learn for the course schedule as well as assignment due dates.  
<http://d2l.uwplatt.edu>