



COMMERCIAL & ADVERTISING ART

Design & Visual Communications



Course Requirements

Instructor: **Mr. Crandall**
Email: louis.crandall@nebo.edu
Class Website: photoshs.com

***NOTE:** This Commercial Art course has the opportunity to receive Concurrent Enrollment credit at Utah Valley University Art 1400 and will be a three-hour credit.*

Parents and students must read and sign this form. Commercial Art is a fun and interesting subject. Students should enjoy the course, but know that there is considerable effort required. Students will be required to complete many design projects and assignments to complete this course. Students will be compiling their own portfolio online with their own website. Students will be learning how commercial art is used in business, marketing and everyday life. They will learn to design, create, and layout projects with color schemes, logos and other types of design projects that conform to the industry of commercial art and advertising. There will also be reading assignments, computer work, and studying for exams, to complete this course.

A full-day field trip will be a part of this course some time during the semester. Students should bring \$5 to \$7 for lunch. Students will travel by bus to local printing establishments, museums, and businesses to learn more about the commercial art industry and the history of printing.

Students should not be tardy for any class they will be attending. Tardiness and absences will negatively affect student's grade. Friends should not come to get students out of class. No cell phones allowed and no hats worn in school. (See District policies) The school's citizenship / attendance policy will be supported!

Course Objective – To learn to take, print, and mount quality photos. These objectives include:

- * The elements of composition
- * Designing with Color
- * Presentation and portfolio work
- * Digital printing and offset printing
- * Computer applications and software
- * Graphic design and art direction
- * How to critique art and market art
- * Product marketing, advertising, and corporate image

Course Outline

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|-------------------------------------|-------------------------------|
| 1. Introduction to design | 6. Adobe media |
| 2. Art composition | 7. Digital photo manipulation |
| 3. Layout and design using graphics | 8. Logo design |
| 4. Font usage | 9. Critique |
| 5. Printing basics | 10. Website portfolio |

Grades will be given based on the following percentage scale:

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|--------------|------------------|
| 94 – 100 = A | 72 – 75 = C |
| 90 – 93 = A- | 68 – 71 = C- |
| 86 – 89 = B+ | 64 – 67 = D+ |
| 82 – 85 = B | 60 – 63 = D |
| 78 – 81 = B- | 56 – 59 = D- |
| 76 – 79 = C+ | 55 and below = F |

Student Name: _____ Student Signature: _____

Parent / Guardian Name _____ Signature: _____

Phone: _____ Parent email: _____