



HIGH SCHOOL COURSE OUTLINE

Department	Art			Course Title	Advertising Art 1-2, 3-4		
Course Code	1001/ 1002	Grade Level	10-12	Course Length	2-4 semesters	Credits/Semester	5
Required for Graduation			Meets H.S. Grad Requirement			Elective Credit	Yes
Prerequisites	Drawing and Painting 1-2						
Articulated with LBCC		No		Articulated with CSULB		No	
Meets UC "a-g" Requirement		No		Meets NCAA Requirement		No	

GOALS: (Student needs the course is intended to meet:)

Students need to:

Become familiar with the elements of advertising. Beware of the purposes and extent of advertising. Experiment with basic design principles in advertising.

Explore vocational opportunities in the field of commercial and advertising design.

PERFORMANCE OBJECTIVES:

Students will be able to:

Gain skill, speed, and good form in lettering. Experiment with basic design principles in advertising. Demonstrate an ability to use a silk screen.

NARRATIVE DESCRIPTION:

Students gain skill and speed in the study and practice of lettering and basic alphabets, word spacing, and the fundamental elements of layout. They develop designs for various purposes, products, and specific kinds of reproduction processes. Individual projects suggested by personal interests, and school advertising and community activities give students practical use of the skills learned.

METHODS AND MATERIALS USED IN TEACHING THE COURSE

Good form, skill, and speed in brush and pen lettering are gained through classroom assignments and the application of these skills in the preparation of advertising materials for school events.

Students have opportunities to explore various advertising media--magazine, newspaper, and print of purchase advertising.

OUTLINE OF CONTENT AND TIME ALLOTMENT:

FIRST SEMESTER

Getting acquainted – the discovery of individual level of achievement through assignments in lettering and layout

Pen lettering

- Basic alphabet families – Roman, Gothic
- Basic strokes in forming letter
- Good planning and organization
- Application of skills through production of simple signs

Brush lettering

- Basic alphabet families – Gothic, Roman
- Basic strokes – practice
- Principles of composition
- Application of skills by working as assistants to: Advertising Art Workshop, 2 students in production of large signs

Exploration of current forms for:

- Show card and poster advertising
- Magazine advertising
- Newspaper advertising
- Point of purchase advertising
- Billboard advertising

SECOND SEMESTER

Brush and pen lettering - further use of Gothic, roman, and Roman italics in text lettering and display sizes.

Advertising production – use of skills gained in production of posters, large signs, and banners advertising school events.

Silk-screen reproduction of some posters

THIRD AND FOURTH SEMESTERS

Continued study and practice in lettering techniques and layout with emphasis on creative solutions; study of paste-up, type faces, and routines of advertising art practices; possible development of ad portfolio; perform more complex tasks than in the first year course.