PROMOTIONAL GRAPHICS

Course Description

The average American is exposed to 300 - 700 advertisements per day. Promotional graphics are everywhere and our world needs creative individuals to design, develop, create and evaluate these advertisements. In this course, students will learn about advertising, graphics, print and digital media, animation, brand identity design, and applying Adobe software. This project based course will challenge students with creative thinking and real-world problem solving activities. This course is available to Sophomores, Juniors, and Seniors only.

Online Classroom / Website: https://www.cdschools.info/PG

Units / Projects

Foundations of Design

- Design Principles

Brand Identity Design

- Brand Logo Design
- Business Card Design
- Corporate ID Set
- Outdoor Signage
- Uniform Design
- Vehicle Wrap
- Website Template
- Billboard Design
- Magazine Advertisement
- Brand Portfolio

Advertising Design

- Types of Advertisements
- Unconventional Advertising
- Twitter Advertisement
- Help Wanted Poster
- Poster Ad and Card

Visual Communications

- Intro to Adobe Software
- Event Advertisement
- Doodle for Google

Promotional Print Media

- College Catalog Design
- Product Packaging
- Trade Show Display

Promotional Digital Media

- Electronic Billboard
- E-mail Marketing
- Banner Advertisements
- Online Store Design
- Portfolio

Grading

Projects = 75%
Participation = 25%
Scoring Guides and Rubrics are available on our class website.

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