

FACULTY SENATE
CURRICULUM COMMITTEE

Approval Form

Department Art

Title Advertising Design II

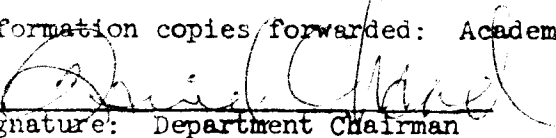
Sponsor(s) Daniel Chard, Chairperson No. of Credits Variable 3-9 S.H.
300 Level

COURSE X CONCENTRATION _____

Approved by the department Yes Graduate ()

Not recommended by the department Undergraduate (X)

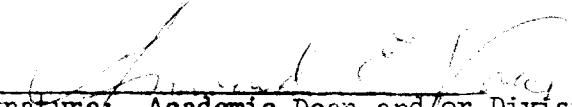
Information copies forwarded: Academic Dean; Chairman; Curriculum Committee


Signature: Department Chairman
Daniel Chard, Chairman

DIVISION

Consultation on proposal has been held

Comments:


Signature: Academic Dean and/or Divisional Committee
Dr. Armand Vorce, Dean

CURRICULUM COMMITTEE

Proposal received 4/10/76


Open Hearing held 4/10/76

Returned to the department for the following reason(s): not able to find
Topical subject not in curriculum all OK with

Approved by the Curriculum Committee

Presented to Executive Committee of the Faculty Senate as information 5/21/76

Notifications forwarded: Vice President for Academic Affairs


Signature: Chairman, Curriculum Committee

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1. Course Title: Advertising Design II
Department: Art
Instructors: Daniel Shand, Chairman

- ii. Rationale of Proposal:
 - A. Level: Undergraduate
 - B. Credit: Variable, 2-3 A.S., 3-4 U. credits per term
 - C. Prerequisites: Drawing I, Design I, Color and Color Theory, Art History Survey I and II, Introduction to Advertising Design and Advertising Design I.
 - D. To be implemented Fall, 1976

iii. General Outline:
 This course will incorporate course work in Introduction to Advertising Design, Advertising Design I and work in illustration. Late advanced work in advertising design. The emphasis will be on individual involvement in continuing the development of skills in design, typography and illustration. Students should have basic skills in these areas before enrolling in Advertising Design II. Regular assessment of student performance will be provided in the preparation of a professional portfolio.

The following criteria will be applied to the evaluation of student work:

- A. Knowledge of technology, -photocopy, photo processes, lino and print media, silkscreen, zinc-type, etc.
- B. Versatility to space in multiple compositions of design, photographs, illustrations and typography.
- C. Ability to vary texture with typography, illustration techniques and photographic techniques.
- D. Ability to amplify a visual idea as required for various techniques and processes.
- E. Knowledge and skill in rendering the human figure.
- F. Qualification of message with language.

iv. Purpose:
 To provide students an opportunity for qualitative solutions to problems in advertising design, given the background of the prerequisites.

v. Justification:
 The addition of this course has been recommended by our advertising design instructor (adjunct) Robert Tobin. Students and faculty consent with your recommendation.

*Advertising Design II
1004, 344*

Additional Description:
 This course will emphasize individual instruction in helping students to develop advanced skills in advertising design. Regular assessment of student performance will be provided to assist students in the preparation of a professional portfolio.

The first part of the document discusses the general principles of the project. It outlines the objectives and the scope of the work. The second part describes the methodology used in the study, including the data collection and analysis techniques. The third part presents the results of the study, and the fourth part discusses the conclusions and the implications of the findings.

The results of the study show that there is a significant correlation between the variables being studied. This finding is consistent with the theoretical framework proposed in the introduction. The implications of these findings are discussed in detail, and it is concluded that the project has achieved its objectives.

In conclusion, the project has provided valuable insights into the relationship between the variables under investigation. The findings have important implications for the field of study and for future research. The project has been completed successfully, and the results are being disseminated to the relevant stakeholders.

1. 1950-1951
2. 1952-1953