

**INTER AMERICAN UNIVERISTY OF PUERTO RICO  
METROPOLITAN CAMPUS  
BUSINESS FACULTY  
UNDERGRADUATE DEPARTMENT  
MARKETING PROGRAM**

**SYLLABUS**

**I. GENERAL INFORMATION**

<b>Course Title</b>	:	Graphic Art in Marketing
<b>Code and Number</b>	:	MKTG 3241
<b>Credits</b>	:	3
<b>Academic Term</b>	:	
<b>Instructor</b>	:	
<b>Office Location and Hours</b>	:	
<b>Office Telephone</b>	:	
<b>E-mail</b>	:	

**II. DESCRIPTION**

Application of traditional and digital graphic arts in marketing of goods and services. Analysis of basic graphic design techniques, strategies and processes that identify and promote the company or the institution. It requires additional hours of open laboratory.

**III. OBJECTIVES**

It is expected that upon completion of the course, the student will be able to:

1. Understand the purpose of graphic design in marketing and become familiar with the work of the graphic designer.
2. Understand the fundamentals of graphic design.
3. Learn and use "Adobe Photoshop Elements" design software to develop arts and activities.
4. Apply knowledge of color and adjustment tools such as saturation, hue, effects, filters to help improve the visual quality of the design.
5. Develop strategic business thinking, artistic creativity, and marketing skills, and considering ethical and moral elements to create graphic art solutions for the industry.
6. Build a professional portfolio with arts developed in the MKTG 3241 course

## IV. CONTENT

- A. Course Introduction
  - 1. Art definition
  - 2. Art elements
  - 3. Marketing Fundamentals
  
- B. Graphic Design Fundamentals
  - 1. Graphic design definition
  - 2. The graphic designer (responsibilities and tasks)
  - 3. Visual design elements
  - 4. Design principles that affect final art structure
  - 5. Classical design theory foundation
  - 6. The creative design process
  - 7. List and definition of terms related to art and commercial design
  
- C. Know how to use "Photoshop Elements"
  - 1. Learn to work with drawing tools
  - 2. Apply filters, effects, and other mechanisms to manipulate photos
  - 3. Learn how to use layers
  - 4. Combine tools and tips to facilitate graphic arts development
  - 5. Arts design analyses
  
- D. Color elements and support tools
  - 1. Process to development a sketch ("layout")
  - 2. Typography: (Anatomy of the letter and techniques to emphasize texts)
  - 3. Selection of colors and rationale for their use
  - 4. Adjustment tools such as hue, saturation, and hue
  
- E. Strategic, creative, design, business thinking and arts production process
  - 1. Marketing strategy applied to graphic art
  - 2. Business thinking in the creative environment
  - 3. Workshops for the use of the program for design and manipulation of images  
"Adobe Photoshop Elements" MKTG 3241 Graphic Art in Marketing
  - 4. Concept, design, and creation of corporate logo
  - 5. Design, sketch and final artwork for business card, loose leaf, label, press ad, and  
"mock-up" (label and packaging design)
  
- F. "Mock-up" and portfolio development
  - 1. Students will present, at the end of the class, a final project (MOCK-UP) to show their expertise designing and creating a logo, and a complete art (Example: label, front cover, and back cover, etc..) to be pasted to a product as a label or package

prototype. The purpose of the MOCK-UP is to create a representation of a prototype that will attract consumers' attention, offer product information, and a design like the real label and package.

2. Label and packaging design
3. Design (visual identity) and product logo, label, or cover final arts.
4. "Mock-up" development (real representation of the packaging and the label as if it were the final product)
5. Portfolio compilation
6. Perform portfolio presentations as an advertising agency graphic designer

## V. LEARNING ACTIVITIES

The following activities are recommended for the development of the course:

1. Conferences performed by the professor
2. Teamwork
3. Students' "Power Point" presentations
4. Assignments
5. Internet search, movies, and videos presentations
6. Arts analysis
7. Design work produce with "Photoshop Elements" software
8. Individualized teaching

## VI. EVALUATION

The following activities are recommended. These activities can change depending on the professor's prerogative.

	Score	% of Final Grade Final
Final Project (Includes: Final label design, "mock-up" packaging and flash drive arts)	100	25
Design and production for one (1) press ad, and one (1) billboard (Billboard) graphic arts	100	25
Design and production for one (1) logo, (1) business card and (1) flyer arts	100	25
Test (marketing and graphic art concepts and fundamentals)	<u>100</u>	<u>25</u>
<b>TOTAL</b>	<b>400</b>	<b>100</b>

## VII. SPECIAL NOTES

### A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

### B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have consequently, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

### C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

### D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail [griverar@metro.inter.edu](mailto:griverar@metro.inter.edu).

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico ([www.inter.edu](http://www.inter.edu)).

## VIII. EDUCATION RESOURCES

### Suggested textbook(s)

Dabner, David; Stewart, Sandra; et al. (2020). Graphic Design School: The Principles and Practice of Graphic Design, 7th Edition, Hoboken, New Jersey: John Wiley & Sons, Inc. Publisher

### Secondary readings

1. Newspapers and Macworld magazine

### Audiovisual Resources

1. "Power Points" Presentations
  - a. Marketing Introduction
  - b. Art introduction and its components
  - c. Glossary
  - d. Design examples (Browse Youtube.com for a variety of tutorials and video examples)

### Digital Resources

1. <https://www.fiverr.com/categories/graphics-design/social-media-design>
2. <http://www.graphicdesign.about.com>
3. [https://www.youtube.com/watch?v=mVoOyPs5\\_TQ](https://www.youtube.com/watch?v=mVoOyPs5_TQ)
4. <http://www.adobe.com>

## IX. BIBLIOGRAPHY (OR REFERENCES)

Bar, Erik, & Boshouwer Stan. (2019). Worlds of Wonder: Experience Design for Curious People, Laurence King Publishing.

Nichols, Robin. (2020). Mastering Adobe Photoshop Elements 2021: Boost your image-editing skills using the latest tools and techniques in Adobe Photoshop Elements, 3<sup>rd</sup> Edition, Packt Publishing.

Rev. 5/2021; 6/2021