



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications & Direct Response Marketing

MKTG 3417
Advertising Design & Production

Start Date: September 6, 2005

End Date: December 16, 2005

Total Hours: 60 **Total Weeks:** 15

Term/Level: **Course Credits:** 3

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

MKTG 3417 is a Prerequisite for:

Course No.	Course Name
	Successful Completion of First Year Marketing

Course No.	Course Name
	All Term 4 Courses

■ **Course Description (required)**

A practical course that examines creative strategy, design principles and marketing techniques for print, broadcast and internet advertising. Students are introduced to the fundamentals of typography, colour, layout, artwork, copywriting and production for newspaper, magazine, television, radio and POP advertising. Students develop marketing materials with Adobe InDesign.

■ **Detailed Course Description (optional)**

■ **Evaluation**

Participation and Attendance	10%
Midterm Exam	25%
Copywriting Assignment	15%
Project 1	20%
Project 2	5%
Term Project	25%
TOTAL	<u>100%</u>

Comments: Failure to achieve 50% or more on: the combination of the exams (midterm or optional final), and the individual assignment/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.

■ **Course Learning Outcomes/Competencies**

Upon successful completion:

- Students will demonstrate an ability to analyze and critique the creative strategies employed by advertisers in a wide variety of communication materials - print advertising, product packaging, P.O.P. materials, and broadcast advertising.
- Students will develop and implement creative strategies and produce advertising materials that effectively employ and communicate these.

- Students will be exposed to and demonstrate an understanding of the fundamentals of creative production, which include copywriting, layout and design, Adobe InDesign, computer graphics, art design techniques and printing requirements.

■ **Verification**

I verify that the content of this course outline is current.



Authoring Instructor

September 9, 2005

Date

I verify that this course outline has been reviewed.



Program Head/Chief Instructor

Sept 09, 05

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Sept 9/05

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ **Instructor(s)**

Geoffrey Bird Office Location: SE6-373 Office Phone: 604.456-8152
Website: Office Hrs.: TBD
E-mail Address: geoffrey_bird@bcit.ca

■ **Learning Resources**

Required:

Graphic Design Solutions
Third Edition, by Robin Landa
ISBN: 1-4018-8154-8
August 2006
Available at the Bookstore

1 - USB Flash Memory Drive

Ruler, Pencils, Sketch Paper

Recommended:

Lecture materials are drawn from:

Contemporary Advertising, 7th Edition, William F. Arens, ISBN: 0-256-26253-5, 1999, 736 pages, McGraw-Hill Publishers (available through BCIT library and bookstore)

The Design of Advertising, 7th edition, Roy Paul Nelson, Brown and Benchmark Publishers, 1994.

InDesign CS for Macintosh & Windows, Visual Quickstart Guide, Cohen, Peachpit Press, 2003

A Graphic Arts Production Handbook, Pocket Pal, International Paper Co., 1997, ISBN: 9997708458 (available at Behnsen's Graphic Supplies - \$20) 1-800-654-3889

Visual Workout Creativity Workbook, Robin Landa, ISBN: 0-7668-1364-9, 2001, Thomson Learning.

Advertising, 2nd edition, Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, South-Western College Publishing, 2000, ISBN: 0-324-00661-6.

Kleppner's Advertising Procedure, 14th Edition, J. Thomas Russell, W. Ronald Lane, Prentice Hall, 1999, ISBN: 0-13-908-575-0.

Advertising Age, Crown Publishers - available through BCIT library

Marketing Magazine, McLean Hunter - available through BCIT library

■ **Information for Students**

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

All assignments must be completed by the student in order to pass the course.

Students must receive a minimum 50% grade on the midterm or optional final exam to be allowed to pass the course. If the midterm exam grade is less than 50%, then the student has the option of writing a final exam. The student must receive a minimum of 50% on the optional final exam – the grade received on the optional final exam will then replace the failing midterm mark exam. All labs are mandatory (unless cancelled) and must be attended by the student.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

To be announced in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
Week 1 September 5	No Lecture/No Labs		
Week 2 September 12	Lecture: Introduction, the Creative Process and Creative Strategy/Brief Lab: Introduction, Brainstorming, Creative Strategy Exercise	Chapters 1 & 2	In-class exercises
Week 3 September 19	Lecture: Elements of an Advertisement & Copywriting Lab: Copywriting Exercises, Introduction to Project 1, Intro to Adobe InDesign (logging in, interface, tools) Adobe InDesign Exercises	Chapter 11	Copywriting Assignment due Sept. 28, beginning of lecture Project 1 Creative Strategy due Oct. 5; Project 1 due Nov. 2
Week 4 September 26	Lecture: <i>Hand in Copywriting Assignment</i>, Fundamentals of Graphic Design and Layout Lab: Putting together an Advertisement, Finding artwork on the Internet	Chapter 3 & 5	Copywriting Assignment due at beginning of lecture In-class exercises
Week 5 October 3	Lecture: <i>Hand-in Project 1, Part 1 (Creative Strategy Assignment)</i>, Designing with Type Lab: Creating a brochure – Part 1	Chapter 4	Project 1, Part 1 due at beginning of lecture In-class exercises
Week 6 October 10	Lecture: Designing with Colour Lab: Creating a brochure – Part 2, Colour Wheel Exercise		In-class exercises
Week 7 October 17	Lecture: Logos and Branding, Mid-term Review Lab: Logo/Bezier Curve Exercise	Chapters 6 & 7	In-class exercises
Week 8 October 24	Lecture: <i>Midterm Exam</i> Lab: Cancelled (although I will be at the lab in case you want to work on Project 1) Lab: Work on Project 1		
Week 9 October 31	Lecture: <i>Hand-in Project 1, Part 2</i>, Mid-term Exam Review, Creating DM Advertising Lab: Work on Project 2		Project 1, Part 2 due at beginning of lecture Project 2 due Nov. 15

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
Week 10 November 7	Lecture: Outdoor Advertising Lab: Work on Project 2	Chapter 12	
Week 11 November 14	Lecture: <i>Hand in Project 2</i> , Radio Lab: Write a radio commercial		Project 2 due at beginning of lecture In-class exercise
Week 12 November 21	Lecture: Television, Portfolio Lab: Work on Term Project	Chapter 15	
Week 13 November 28	Term Project Presentations – November 29, 30, December 1, 2; no lecture or labs		
Week 14 December 5	Industry Tour – labs and lectures to be determined		
Week 15 December 12	Final Exam Week		

NOTES:

The final exam is optional for those who wish to increase their midterm mark. If you score better on your final exam than on your midterm exam, your midterm exam grade will be replaced with your final exam grade.

Expect to spend up to 4 hours per week on this course.