

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option: 3K, 3L, 3M

MKTG 3417

Design Production

Start Date: September 14, 1999

End Date: December 7, 1999

Course Credits: 4
Total Hours: 52
Total Weeks: 13

Term/Level:

Hours/Week: 4 **Lecture:** 2 **Lab:** 2 **Shop:** **Seminar:** **Other:**

Prerequisites

Course No. **Course Name**
MKTG 2202

* **is a Prerequisite for:**

Course No. **Course Name**
3417 Design Production

Course Calendar Description

Presents a practical "how-to" course that starts with business direction and finishes with actual print and broadcast advertising. It examines computer graphics, laser separations as well as basic art design techniques. Of interest to those in advertising positions, media sales and graphic/printing sales as well as those with a general interest in the area.

Course Goals

- Students will demonstrate an ability to analyze and critique the creative strategies employed by advertisers in a wide variety of advertising and communication materials – print ads, product packaging, P.O.P. and direct-marketing materials, and broadcast commercials.
- 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, QuarkXPress, computer graphics, art design techniques and printing requirements.

Note: Dates to remember this fall are: Shinerama Sept. 22nd, Thanksgiving Oct. 11th, Mid term week Oct 18th – 22nd, Remembrance Day Nov. 11th, TBC – George Tidball Series speaker end of Sept.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure

to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

• Participation & Attendance	10%
• Mid-term Exam	25%
• Final Exam	25%
• Term Project	20%
• Lab Projects	25%

TOTAL	<hr/> 100%
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Course Learning Outcomes/Competencies

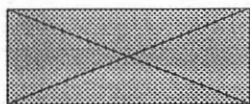
Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

Date

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



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MKTG 3417**Design Production****Course Outline****Instructor(s)**

Michael Jorgensen

Office No.: SE6 308

Office Hrs.: Tuesdays

11:30 - 12:20

Office Phone: 451-6766

E-mail Address:

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Learning Resources**Required:**The Design of Advertising, 7th edition, Roy Paul Nelson, Brown and Benchmark Publishers, 1994.**Recommended:**Contemporary Advertising, 7th Edition, William F. Arens, ISBN: 0-256-26253-5, 1999, 736 pages, McGraw-Hill Publishers (available through BCIT library and bookstore)QuarkXPress 4.0, Visual Quickstart Guide, Elaine Weinmann, Peachpit Press, 1998Advertising Age, Crown Publishers - available through BCIT libraryMarketing Magazine, McLean Hunter - available through BCIT library**BCIT Policy Information for Students****Course Notes (Policies and Procedures)****Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual or group basis as specified by the instructor.**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.**Course Outline Changes:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.**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.**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exams. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).**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 at the approval of the instructor.

Labs/Lectures: Attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

Lab Assignment #1: Copywriting exercise.

Project #1: Visit the library and sign out a design book on examples of creative, which you will use as a resource for ideas and approaches. Develop a creative strategy and identify market for a service, product or company of your choice. Create at least 3 rough sketches of layout approaches and choose the most effective one. Using QuarkXPress design a print advertisement, exploring the uses of typography, colour, layout, artwork and copywriting to develop your creative. Get feedback on your work from the instructor and peers. Hand in the following: the written creative strategy, a photocopy of the resources you used from a design book, layout roughs, stage-by-stage printed proofs, and a final version of your advertisement.

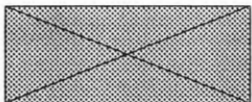
Project #2: Develop a creative strategy and identify market for a service, product or company of your choice.
Design:

- one advertising material, such as a print advertisement, packaging, POP material or outdoor advertising using QuarkXPress to develop your creative
- one direct-mail material, such as a brochure, flyer, personalized sales letter, small catalogue, or 3 pages of a website using QuarkXPress to develop your creative or one broadcast advertising concept such as a commercial storyboard or a radio commercial script.

Work with one other class member on assignment. Explain the rationale behind your choice of materials – how do they function together within your campaign? Call suppliers (i.e. printers, advertising media, etc.) and request exact specifications (ad sizes, broadcast time, format, etc.) for developing your marketing material. Request cost estimates. Submit this information with your project.

You will be marked on your ability to effectively implement your creative strategy through your use of creative elements: headlines, slogans and copywriting, artwork selection, layout approach, consistency of theme, strength and effectiveness of concept and structural approach to advertising material. Please hand in your creative strategy and colour prints of your work.

Term Project: To be announced.



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Course Outline

Week #	Lecture Dates	Material Covered	Readings	Labs – Tues. for 3K & 3L Thurs. for 3M	Assignments/ Due Dates Tues. for 3K & 3L Thurs. for 3M
1	Sept. 14	The World of Advertising & The Creative Process	Chapters 1 and 2	Examining current creative exercises & brainstorming exercise	
2	Sept. 21	Introduction of Term Project & Putting It Into Words: Copywriting	Chapter 3	Copywriting exercises	Lab exercises: end of class Take home lab assignment due Sept. 28, beginning of lab
3	Sept. 28	The Principles of Design, Layout Approaches & Production	Chapters 4, 5 & 6	Introduction of QuarkXPress in computer room	Introduction of Project #1
4	Oct. 5	Typography, Art & Colour	Chapters 7, 8 & 9	QuarkXPress exercises on typography, art and colour	exercises due at end of class
5	Oct. 12	Review	Chapters 3 - 9	Work on QuarkXPress Project #1	
6	Oct. 19	MID TERM EXAM		Work on QuarkXPress Project #1	Project #1 handed in at end of class
7	Oct. 26	Newspaper and Magazine Advertising	Chapters 10 & 11	QuarkXPress exercises	Introduction of Project #2
8	Nov. 2	Direct-Mail Advertising	Chapter 13	Work on QuarkXPress Project #2	
9	Nov. 9	Posters & Displays, Long Term Advertising	Chapters 14 & 15	Work on QuarkXPress Project #2	
10	Nov. 16	Broadcast Advertising & Internet Design	Chapter 12	Work on QuarkXPress Project #2	Project #2 handed in at end of class
11	Nov. 23	Web Site Design and Banner Advertising	handout Chapter 16	Oral Presentations for Term Project - practice time	3 copies of written Term Project due
12	Nov. 30	Oral Presentations for Term Project		Review for Final Exam	
13	Dec. 7	FINAL EXAM WEEK	FINAL EXAM	none	

The instructor reserves the right to make changes to the above course schedule. Videos and guest speakers will be announced according to availability.