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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business
Program: Marketing Management
Option: 3 K & L
Taught to: Level 3 Marketing Communications

MKTG 3417
Course Outline for:
Design Production

Date: September 1998

Hours/Week:	4	Total Hours:	56	Term/Level:	3A
Lecture:	2	Total Weeks:	14	Credits:	4.0
Lab:	2				
Other:					

Instructor: Michael Jorgensen

Office No:	SE6 312	Phone:	451-6767
E-mail:	Michael.Jorgensen@bc.sympatico.ca	Fax:	439-6700

Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
		11:30-12:20			

From 4:30-5:30 on Tuesdays I will be in the computer room to assist students who wish to work on QuarkXpress assignments

Prerequisites

Marketing 2202

Course Description and Goals

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.

Evaluation

Policy: Students must pass the *cumulative* of the mid terms and final exams to pass the course. That is, the combined marks of the mid terms and the final must meet or exceed 50%. No make-ups on exams.

Attendance requirements will be followed as per the BCIT policy on page 4 of the 1988-99 BCIT Calendar. Students begin with a 5% grade in attendance and will earn additional marks by full attendance and by demonstrating their desire to participate in lectures and labs. Students will be deducted marks for missing labs for reasons within the student's control. Any student missing more than two labs for reasons within their control will be referred to the Associate Dean for assessment. Excessive absence will result in disqualification from writing the final exam. Excessive lateness for labs or lectures will be evaluated the same as if being absent.

All projects are due at the start of the class on the due date. Any assignments received after that time will be assessed a 10% per day penalty. The written portion of the project will be submitted in a typed and professional format. Marks will be deducted for spelling or grammatical errors.

Examinations will cover all material dealt with in lectures, labs, assigned readings, guest lectures and videos.

Final Examination	25	%
Midterm Tests	25	%
Lab Assignments	20	%
Term Project	20	%
Participation/Attendance	10	%

Course Learning Outcomes

At the end of this course,

- 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. materials, television and radio commercials.
- Students will develop and implement creative strategies and produce advertising materials that effectively employ and communicate them.
- 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.

Course Record

Developed by:

Michael Spragensen
Instructor

Date:

Sept. 14/98

Revised by:

Instructor

Date: _____

Approved by:

M. Parley
Associate Dean

Date:

Sept. 14/98

Text(s) and Equipment

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

Reference or Recommended:

Advertising Age, Crown Publishers - available through BCIT library

Marketing Magazine, McLean Hunter - available through BCIT library

Course Notes (Policies and Procedures)

- **Assignments:** Late assignments or projects will not be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.
- **Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced.

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 exam. 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.
- **Labs:** Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

Assignment Details

Project #1: Develop a creative strategy and identify market for a service, product or company of your choice. Using QuarkXpress design a print advertisement, exploring the uses of typography, colour, layout and artwork to employ your creative strategy.

Project #2: Develop a creative strategy and identify market for a service, product or company of your choice. Design a broadcast advertisement and a print advertising material using QuarkXpress to employ your creative strategy.

Term Project: See attached.

Course Material and Schedule

Week #	Lecture Dates	Material Covered	Readings	Labs	Assignments/Due Dates
1	Sept. 15	The World of Advertising & The Creative Process Video: "A Day in the Life of..."	Chapters 1 and 2	Examining current creative exercises & brainstorming exercise	
2	Sept. 22	Putting It Into Words: Copywriting	Chapter 3	Copywriting exercises	Lab exercises: end of class
3	Sept. 29	The Principles of Design, Layout Approaches & Production	Chapters 4, 5 & 6	Introduction of QuarkXpress in computer room	Introduction of Project #1
4	Oct. 6	Typography, Art & Colour	Chapters 7, 8 & 9	QuarkXpress exercises on typography, art and colour	exercises due at end of class
5	Oct. 13	Review Video: "Advertising Layout"	Chapters 3 - 9	Work on QuarkXpress Project #1	
6	Oct. 20	MID TERM EXAM		Work on QuarkXpress Project #1	Project #1 handed in at end of class
7	Oct. 26	Newspaper and Magazine Advertising Video: tba	Chapters 10 & 11	QuarkXpress exercises	Introduction of Project #2

8	Nov. 3	Posters & Displays, & Long Term Advertising	Chapters 14 & 15	Work on QuarkXpress Project #2	
9	Nov. 10	Direct-Mail Advertising	Chapter 13	Work on QuarkXpress Project #2	
10	Nov. 17	Broadcast Advertising & Internet Design Video: "Making a Radio Commercial; Secrets of Effective Radio"	Chapter 12	Work on QuarkXpress Project #2	Project #2 handed in at end of class
11	Nov. 24	Guest Speaker: Uses of Internet in Marketing Careers	handout Chapter 16	Oral Presentations for Term Project - practice time	3 copies of written Term Project due
12	Dec. 1	Oral Presentations for Term Project		Review for Final Exam	
13	Dec. 8	FINAL EXAM WEEK	FINAL EXAM	none	

* This schedule is subject to change at the discretion of the instructor.