

BCIT**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****COURSE OUTLINE**

COURSE NUMBER: **MKTG. 3417**

COURSE NAME: **"Design Production "**

DATE: **September 1997**

SCHOOL OF: **Business**

DEPT: **Marketing Management**

OPTION: **3 K & L**

PREREQUISITES: **ESSENTIALS OF MARKETING**

INSTRUCTOR: **ANNE MARIE NEILSON** **OFFICE:** **SE6 314**

TELEPHONE / LOCAL **432 - 8445** **HOURS:** **POSTED ON DOOR**

E-MAIL **aneilson@bcit.bc.ca**

Hours/ Week:	4	Lab:	2	Total Hours:	60
Lecture:	2	Credits	4	Total Weeks:	15

COURSE GOALS:

This course is intended to give students a sound understanding of the implementation of creative strategies and to provide students with basic skills in copy writing, creative design and analyzing finished creative. The emphasis of this course will be on exposing the students to the basic principles of effective creative in advertising. As well as examining current creative theories and techniques, students will also be exposed to successful practitioners and local facilities.

EVALUATION:	VALUE	ASSIGNED	DUE
PARTICIPATION/ATTENDANCE	**10 %	ongoing	
LABORATORY WORK/PROJECTS	15		
SEMESTER PROJECT	20 %		

MID TERM	*25 %
FINAL EXAM	*30 %
TOTAL	<u>100</u> %

EVALUATION (contd...)

- * Students must pass the cumulative of the mid terms and final exam 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.
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 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 reading, guests lecturers, and videos.

Plagiarism, if proven by clear evidence, will result in both students in question receiving a O grade.

REQUIRED TEXT(S)

“ The Design of Advertising ,” 7th edition, Roy Paul Nelson. Brown & Benchmark Publishers.

REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Exposure to desktop publishing software such as Quark Express and PageMaker.

Advertising Age (Crown Pub.) - available through BCIT library

Marketing Magazine (McLean Hunter) - available through BCIT library

* Supply of pencils, pens, erasers, ruler, and sketch accessories as requested in labs

<u>WEEK</u> <u>#</u>	<u>LECTURE</u> <u>DATES</u>	<u>OUTCOME</u> <u>MATERIAL COVERED</u>	<u>TEXT</u> <u>REFERENCES</u>	<u>ASSIGNMENT</u> <u>LABS</u>	
1	Sept. 2	No classes	none	none	
2	Sept. 9	Introduction to Course IMC and the Creative Process	Chapt. 1 - 2	Examining Current Creative (in established lab rooms)	
3	Sept. 16	Design Principles	Chapt. 3	Examining layout and copy. (in lab rooms) A.M. Neilson Introduction to Quark Express in computer lab SE12 311 / Win Seaton	
4	Sept. 23	Copy Writing	Chapt. 7	Introduction of lab assignments and Quark Express (Win Seaton)	
5	Sept. 30	Advertising Layout - Basic Art and Mechanics Production	Chapt. 4 - 10	Work on lab assignments with Quark Express SE12 311 WinSeaton	
6	Oct. 7	Advertising Layout - continued Typography Color	Chapt. 4 -10	Copy and graphic paste work Assignments on Quark Express SE12 311	
7	Oct. 14	Guest Speaker(s) Copy - writing / Production Web Page design	Chapt. 4 - 10	Design work ----- Quark Express Assignment #1 due	*

week #	WEEK OF:	OUTCOME MATERIAL COVERED	TEXT REFERENCES	ASSIGNMENT LABS	
8	Oct 21	Mid Term Exam	Chapt. 1 - 10 and handouts / etc.	No structured labs (use SE12 311)	*
9	Oct. 28	Broadcast Advertising Radio and Television	Chapt. 13	Assignment SE12 311	
10	Nov. 4	Newspaper Advertising Posters, Flyers, Displays	Chapt. 11	Work on Assignment #2 in SE12 311	
11	Nov. 11	REMEMBRANCE DAY	NONE	WORK ON ASSIGNMENT #2	
12	Nov. 18	Direct Mail Advertising Guest Speaker Outdoor Advertising	Chapt. 14 & 15	<u>Assignment #2</u> <u>DUE for hand-in</u> <u>SE12 311</u>	*
13	Nov. 25	Magazine Advertising	Chapt. 12	Oral Presentations/ Practice for Project	*
14	Dec. 2	Review for Final	ALL	Oral Presentations for Project	
15	Dec. 9	EXAM WEEK TBA	EXAM	None	