

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
COURSE OUTLINE**

COURSE NAME Design Production

COURSE NUMBER MKTG 3417 DATE September 1994

Prepared by C. Nelson Taught to Second Year

School Business School Business

Program Marketing Program Marketing

Date Prepared August 1994 Option Marketing Communications

Term 3 Hrs/Wk 4 Credits 4

No. of Weeks 13 Total Hours \_\_\_\_\_

Instructor(s) C. Nelson Office IBM-306 Local 6765

Office Hours See Office Door

**PREREQUISITES**

First Year Marketing

**COURSE OBJECTIVES**

1. To give students a sound understanding of the implementation of creative strategies.
2. To familiarize students with local facilities and personnel engaged in the creative process.
3. To provide students with basic skills in analyzing finished creative.
4. To provide the students with basic hands-on copy-writing skills.

**EVALUATION**

Term Examination I	<u>30</u>	%	A passing grade must be obtained on the average of the two exams in order to pass the course.
Term Examination II	<u>30</u>	%	
Laboratory	<u>10</u>	%	
Other: Project	<u>20</u>	%	
Class Participation	<u>10</u>	%	

Attendance requirements will be enforced as per the BCIT Policy on page 2 of the Calendar. Excessive absence will be deemed to be missing more than 2 labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

All project assignments 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.

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### **REQUIRED TEXT(S) AND EQUIPMENT**

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

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### **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

Exposure to desktop publishing software such as Quark and PageMaker.

Advertising Age (Crown Pub.) – available through BCIT Library.

Marketing Magazine (McLean Hunter) – available through BCIT Library.

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### **COURSE SUMMARY**

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. This course prepared students to evaluate effective creative and make sound judgement in analyzing the creative elements of advertising.

**COURSE OUTLINE**  
(continued)

Week	Material Covered	References
Sept. 13	Introduction to Course The Creative Process	Chapters 1 & 2
Sept. 20	Details of Project Copy-writing	Chapter 3
Sept. 27	Design Principles	Chapter 4
Oct. 4	Advertising Layout — Basic Art and Mechanics Production	Chapters 5-9
Oct. 11	Advertising Layout — continued Typography Color	Chapters 5-9
Oct. 18	Guest Speaker(s) Copy-writing/Production	Chapters 5-9
Oct. 25	<b>MidTerm Exam</b>	Chapters 1-9 plus handout materials
Nov. 1	Broadcast Advertising — Radio and Television	Chapter 12
Nov. 8	Newspaper Advertising Posters, Flyers, Displays	Chapter 10 & 14
Nov. 15	Direct Mail Advertising Guest Speaker	Chapter 13
Nov. 22	Magazine Advertising <b>Written Project Due</b>	Chapter 11
Nov. 29	Oral Presentations for Project	
Dec. 6	Long-Term Design Review for Final Exam	Chapter 15
Dec. 13	<b>Final Exam Week</b>	