



SEP 09 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3418**

**Advertising Design & Production**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>200020</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>

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**Prerequisites:**

MKTG 2202 – Introduction to Marketing Communications

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**Course Objectives:**

- 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, and internet.
- 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.

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**Evaluation**

• Participation and Attendance	10%
• Mid-term Exam	30%
• Lab Projects	60%

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<b>TOTAL</b>	<b>100%</b>
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**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

## Course Summary:

A practical course that covers creative strategy, design principles and marketing techniques for print and internet advertising. The course examines typography, colour, layout, artwork, copywriting and production for newspaper, magazine, internet and POP advertising. Develop your own marketing materials with QuarkXPress 4.0 (the industry standard). Of interest to those in marketing, advertising, media and graphic/printing sales as well as beginning graphic designers.

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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 3418**  
**Advertising Design & Production**

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**Effective Date**

April 2000

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**Instructor(s)**

Michael Jorgensen

michael\_jorgensen@telus.net

Course Web Site:

Office No.:

Office Hours:

<http://www.business.bcit.ca/michaelj>

Phone: 291-9207

(do not call after 7pm)

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**Required Text(s) and Equipment**

Students to use workbook designed by Instructor

**Reference Text(s) & Recommended Equipment**

Contemporary Advertising, 7<sup>th</sup> 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.

QuarkXPress 4.0, Visual Quickstart Guide, Elaine Weinmann, Peachpit Press, 1998

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**COURSE NOTES (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**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.

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Week #	Lecture Dates	Material Covered	Labs	Assignments/ Due Dates
1	April	The World of Advertising & The Creative Process	Examining current creative exercises & brainstorming exercise	
2		Introduction of Term Project & Putting It Into Words: Copywriting	Copywriting exercises	Lab exercises: end of class Take home lab assignment due Sept. 28, beginning of lab
3		The Principles of Design, Layout Approaches	Introduction of QuarkXPress	Introduction of Project #1
4		Typography, Art & Colour	QuarkXPress exercises on typography, art and colour	exercises due at end of class
5		Production Review	Work on QuarkXPress Project #1	
6		MID TERM EXAM	Work on QuarkXPress Project #1	
7		Newspaper and Magazine Advertising	QuarkXPress exercises	Project #1 handed in at end of class Introduction of Project #2
8		Posters and Outdoor Advertising	Work on QuarkXPress Project #2	
9		POP, and Long Term Advertising	Work on QuarkXPress Project #2	
10		Direct-Marketing Advertising	Work on QuarkXPress Project #2	
11		Digital Interactive Media / Website Design	Work on QuarkXPress Project #2	
12		FINAL EXAM WEEK	Work on QuarkXPress Project #2	Project #2 handed in at end of class