



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business – Part-time Evening Studies
Program: Marketing Management

Date: January 2000

Course Number: MKTG 3418 – Saturdays, Downtown Campus, 9am-12pm
Course Name: Advertising Design Production
Date: January 15, 2000
School of: Business
Department: Marketing Management
Option: Part-Time Studies
Prerequisites: MKTG 2202

Start Date: January 15, 2000
End Date: April 1, 2000

Course Credits: 3
Total Hours: 36
Total Weeks: 12
Hours/Week: Lecture: 1.5 Lab: 1.5

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Hours: By appointment

Course Calendar Description:

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 graphic designers.

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. 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%
- copyediting assignment	5%
- Project 1	25%
- Project 2	30%

Learning Resources

Required textbooks: BINDER WILL BE AVAILABLE AT BOOKSTORE Jan 22, 2000

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)
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

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.**

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.

Week #	Lecture Dates	Material Covered	Labs	Assignments/ Due Dates
1	January 15	The World of Advertising & The Creative Process	Examining current creative exercises & brainstorming exercise	
2	January 22	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	January 29	The Principles of Design, Layout Approaches	Introduction of QuarkXPress	Introduction of Project #1
4	February 5	Typography, Art & Colour	QuarkXPress exercises on typography, art and colour	exercises due at end of class
5	February 12	Production Review	Work on QuarkXPress Project #1	
6	February 19	MID TERM EXAM	Work on QuarkXPress Project #1	Project #1 handed in at end of class
7	February 26	Newspaper and Magazine Advertising	QuarkXPress exercises	Introduction of Project #2
8	March 4	Posters and Outdoor Advertising	Work on QuarkXPress Project #2	
9	March 11	POP, and Long Term Advertising	Work on QuarkXPress Project #2	
10	March 18	Direct-Marketing Advertising	Work on QuarkXPress Project #2	
11	March 25	Digital Interactive Media / Web site Design	Work on QuarkXPress Project #2	
12	April 1	FINAL EXAM WEEK	Work on QuarkXPress Project #2	Project #2 handed in at end of class

Assignment Details

Low Assignment:

Copyediting 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 web site using QuarkXpress to develop your creative

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.