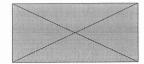
FILEDAR 1 5 1999

OCT 2 8 2003



MKTG 3418 Course Outline for Advertising Design Production

Date: April 1999

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business - Part-time Evening Studies

Program: Marketing Management

Course Number:

MKTG 3418

Course Name:

Advertising Design Production

Date:

April 1999

School of:

Business

Department:

Marketing Management

Option:

Part-Time Studies

Prerequisites:

MKTG 2202

Start Date:

Tuesdays - April 13, 1999

End Date:

June 29, 1999

Course Credits:

3 **Total Hours:** 36

Total Weeks:

12

Hours/Week:

Lecture: 1.5 Lab: 1.5

Instructor:

Michael Jorgensen

Office:

SE6 312 - Burnaby Campus

Telephone/Local: 451-6767

e-mail:

mpjorgensen@netscape.com

Hours:

By appointment

From 8:30-9:30pm on Tuesdays I will be in the computer room to assist

students who wish to work on QuarkXpress assignments

Course Calendar Description:

A practical "how-to" course that starts with design principles and finishes with inside marketing techniques for print, broadcast and internet advertising. The course examines typography, colour, layout, artwork, copywriting and production for newspaper, magazine, broadcast, 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, internet, television and radio commercials.
- 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

Advertising Design Production Course Outline (1999)

production, which include copywriting, layout and design, QuarkXpress, computer graphics, art design techniques and printing requirements.

Evaluation

10% Participation and Attendance

Mid-term Exam

25%

Final Exam

25%

Lab Projects

40%

Learning Resources

The Design of Advertising, 7th edition, Roy Paul Nelson, Brown and Required textbooks:

Benchmark

Publishers, 1994.

Recommended:

QuarkXPress 4.0 for Macintosh, Visual Quickstart Guide, Elaine Weinmann,

Peachpit Press, 1998

Advertising Age, Crown Publishers - available through BCIT library Marketing Magazine, McLean Hunter - available through BCIT library

BCIT Policy Information for Students

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 requires 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 evaluate 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.

Plagiarism, if proven by clear evidence, will result in students in question receiving a 0 grade. See pages 3-4 of the 1988-99 BCIT Calendar.

Course Material and Schedule

Advertising Design Production Course Outline (1999)

| Week # | Lecture Dates | Material Covered | Readings | Labs | Assignments/Due Dates |
|--------|------------------|--|---|--|--|
| 1 | April 13 | Introduction, The World of Advertising & The Creative Process | Chapters 1 and 2 | Examining current creative & brainstorming exercise | In-class, group brainstorming exercise |
| 2 | April 20 | Putting It Into Words: Copywriting | Chapter 3 handouts | Copywriting exercises | In-class, group exercises and take home assignment due April 27 |
| 3 | April 27 | The Principles of Design, Layout Approaches & Production | Chapters 4, 5 & 6 handouts | Design principles and layout approaches. Introduction to QuarkXPress | In-class, group exercises Project #1 assignment given – visit library for next class & do sketches |
| 4 | May 4 | Typography, Art & Colour | Chapters 7, 8 & 9 QuarkXPress handout | QuarkXPress exercises on typography, art and colour | In-class exercises |
| 5 | May 11 | Mid-term review | Chapters 1 - 9 | Work on QuarkXPress Project #1 | |
| 6 | May 18 | MID TERM EXAM 2 hours | | Work on QuarkXPress Project #1 | Project #1 handed in at end of class Introduction of Project #2 |
| 7 | May 25 | Newspaper and Magazine Advertising | Chapters 10 & 11 | Work on QuarkXPress Project #2 | |
| 8 | June 1 | Posters & Displays, & Long Term Advertising | Chapters 14 & 15 | Work on QuarkXpress Project #2 | |
| 9 | June 8 | Direct-Mail Advertising | Chapter 13 | Work on QuarkXpress Project #2 | Introduction of Project #3 |
| 10 | June 15 | Broadcast Advertising Video: "Making a Radio Commercial; Secrets of Effective Radio" | Chapter 12 | Work on QuarkXpress Project #2 | Project #2 handed in at end of class |

Advertising Design Production Course Outline (1999)

| | rtarertiening Deergin i readertien eeutre (1888) | | | | | | | | | |
|---|--|---------|------------------|------------|------------------|--------------------|--|--|--|--|
| | 11 | June 22 | Internet Design | handout | | Project #3 handed | | | | |
| ١ | | | | Chapter 16 | | in at end of class | | | | |
| Ī | 12 | June 29 | FINAL EXAM | | Review for Final | | | | | |
| ١ | | | WEEK | | Exam | | | | | |
| ١ | | | Review for Final | | | | | | | |
| | | | Exam | | | | | | | |

Assignment Details

Lab Assignment #1: Copywriting 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. Using QuarkXpress design a print advertisement, exploring the uses of typography, colour, layout, artwork and copywriting to develop your creative.

Project #2: Develop a creative strategy and identify market for a service, product or company of your choice. Design a two print marketing materials (such as a print advertisement and packaging, or packaging and a POP material, or a billboard and a brochure, etc.) using QuarkXpress to develop your creative.

Project #3: Develop a creative strategy and identify market for a service, product or company of your choice. Design one of the following: a television or radio commercial, or 3 pages of a website. Using QuarkXpress to develop your creative is optional.