MKTG 3418
Course Outline for
Advertising Design Production

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY   Date: April 1999
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

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

Evaluation
- Participation and Attendance   10%
- Mid-term Exam   25%
- Final Exam   25%
- Lab Projects   40%

Learning Resources

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

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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

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11	June 22	Internet Design	handout Chapter 16		Project #3 handed in at end of class
12	June 29	FINAL EXAM WEEK Review for Final Exam		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.