



Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option: 3K, 3L, 3M

MKTG 3417

Design Production

Start Date: September 12, 2000

End Date: December 5, 2000

Course Credits: 3

Term/Level:

Total Hours: 52

Total Weeks: 13

Hours/Week: 4

Lecture: 2

Lab: 2

Shop:

Seminar:

Other:

Prerequisites

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is a Prerequisite for:

Course No. Course Name

MKTG 2202

Course No. Course Name

3417

Design Production

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 beginning graphic designers.

Course Goals

- Students will demonstrate an ability to analyze and critique the creative strategies employed by advertisers in a wide variety of communication materials - print advertising, product packaging, P.O.P. materials, broadcast and internet advertising.
- 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.

Note: Dates to remember this fall are: Shinerama Sept. 20th, Thanksgiving Oct. 9th, Mid term week Oct - TBA, Remembrance Day (In Lieu Of closure) Nov. 13th, TBC – George Tidball Series speaker end of Sept.

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.

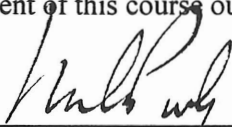
• Participation & Attendance	10%
• Mid-term Exam	25%
• Term Project	20%
• Project1	20%
• Project 2	20%
• Copyediting Assignment	5%

TOTAL	<hr/> 100%
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Course Learning Outcomes/Competencies

Course Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.



Program Head/Chief Instructor



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



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Instructor(s)

Michael Jorgensen

Office No.: SE-6 314

Office Hrs.: Thursdays 12:30-1:30

Office Phone: 432-8445

E-mail Address: michael_jorgensen@telus.net

Web Site:

www.business.bcit.ca/michaelj

Learning Resources

Required:

Students to use handouts supplied by instructor. Bring a 3-ring binder to keep them in.

Reference Text(s) & Recommended Equipment

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.

Advertising, 2nd edition, Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, South-Western College Publishing, 2000, ISBN: 0-324-00661-6.

Kleppner's Advertising Procedure, 14th Edition, J. Thomas Russell, W. Ronald Lane, Prentice Hall, 1999, ISBN: 0-13-908-575-0.

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

A Graphic Arts Production Handbook, Pocket Pal, International Paper Co., 1997, ISBN: 9997708458 (available at Behnsen's Graphic Supplies - \$20) 1-800-654-3889

Advertising Age, Crown Publishers - available through BCIT library

Marketing Magazine, McLean Hunter - available through BCIT library

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.

Assignment Details

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. 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 piece from each of the following categories:

- advertising material, such as a print advertisement, packaging, POP material or outdoor advertising using QuarkXPress to develop your creative
- direct-mail material, such as a brochure, flyer, personalized sales letter, small catalogue, or 3 pages of a website using QuarkXPress to develop your creative or one broadcast advertising concept such as a commercial storyboard or a radio commercial script.

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.

Term Project: To be announced.



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Week #	Lecture Dates	Material Covered	Readings	Labs – Tues. for 3K & 3L Thurs. for 3M	Assignments/ Due Dates Tues. for 3K & 3L Thurs. for 3M
1	Sept. 12	The World of Advertising & The Creative Process, Creative Strategy	Handouts	Creative Strategy and Brainstorming exercises and intro to computer	
2	Sept. 19	Introduction of Term Project & Putting It Into Words: Copywriting	Handouts	Introduction of QuarkXPress in computer room	Take home assignment due Sept. 26, beginning of lab Introduction of Project #1
3	Sept. 26	The Principles of Design and Layout Approaches	Handouts	Introduction of QuarkXPress in computer room	
4	Oct. 3	Typography, Art & Colour	Handouts	QuarkXPress exercises on typography, art and colour	exercises due at end of class
5	Oct. 10	Production and Mid-term Review	Handouts/Site Visit	Work on QuarkXPress Project #1	
6	Oct. 17	MID TERM EXAM		Work on QuarkXPress Project #1	
7	Oct. 24	Outdoor advertising	Handouts	Work on QuarkXPress Project #1 Introduction of Project #2	Project #1 handed in at end of class
8	Oct. 31	POP, and Long Term Advertising	Handouts	Work on QuarkXPress Project #2	
9	Nov. 7	Direct-Marketing Advertising	Handouts	Work on QuarkXPress Project #2	
10	Nov. 14	Web Site Design and Banner Advertising	Handouts	Work on QuarkXPress Project #2	
11	Nov. 21	Broadcast Advertising	Handouts	Oral Presentations for Term Project - practice time	3 copies of written Term Project due
12	Dec. 28	Oral Presentations for Term Project			
13	Dec. 5	FINAL EXAM WEEK		Work on QuarkXPress Project #2	Project #2 handed in at end of class

The instructor reserves the right to make changes to the above course schedule. Videos and guest speakers will be announced according to availability.