



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: 3K, 3L, 3M

## Course Outline

**MKTG 3417**

**Advertising Design & Production**

**Start Date:** September 5, 2001

**End Date:** December 14, 2001

**Course Credits:** 3

**Term/Level:**

**Total Hours:** 56

**Total Weeks:** 14

**Hours/Week:** 4

**Lecture:** 2

**Lab:** 2

**Shop:**

**Seminar:**

**Other:**

### Prerequisites

**Course No.**    **Course Name**  
MKTG 2202

### MKTG 3417 is a Prerequisite for:

**Course No.**    **Course Name**  
3417            Advertising Design & Production

### Course Calendar Description

A practical course that examines creative strategy, design principles and marketing techniques for print, broadcast and internet advertising. Students are introduced to the fundamentals of typography, colour, layout, artwork, copywriting and production for newspaper, magazine, television, radio and POP advertising. Students develop marketing materials with QuarkXPress 4.0.

### 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, and broadcast 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.

## Evaluation

Participation & Attendance	10%
Midterm Exam	25%
Term Project	25%
Copywriting Assignment	10%
Project 1	20%
Project 2	10%

TOTAL	<u>100%</u>
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## Course Learning Outcomes/Competencies

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## 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  
Course Website:  
www.business.bcit.ca/michaelj

Office No.: SE6-314  
Office Hrs.: Thursdays  
1:00-3:30pm

Office Phone: 432-8445  
E-mail Address: michael\_jorgensen@  
telus.net

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### Learning Resources

#### Required:

Graphic Design Solutions  
By Robin Landa  
ISBN: 0-7668-1360-6  
August 2000  
Available at the Bookstore

1 - PC Formatted Zip Disk - 100 megabytes (Available at bookstore)

Ruler, Pencils, Sketch Paper (Available at bookstore)

#### Recommended:

*Lecture materials are drawn from:*

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

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

Visual Workout Creativity Workbook, Robin Landa, ISBN: 0-7668-1364-9, 2001, Thomson Learning.

Contemporary Advertising, 7th Edition, William F. Arens, ISBN: 0-256-26253-5, 1999, 736 pages, McGraw-Hill Publishers (available through BCIT library and bookstore)

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.

Advertising Age, Crown Publishers - available through BCIT library

Marketing Magazine, McLean Hunter - available through BCIT library

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## BCIT Policy Information for Students

### **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. **All assignments must be completed by the student in order to pass the course.** Students must receive a minimum 50% grade on the midterm to be allowed to pass the course. All labs are mandatory (unless cancelled) and must be attended by the student.

**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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## Assignment Details

**Assignment #1:** Copywriting exercises. Condense and rewrite copy and headline for a magazine advertisement. List, in order of importance and according to a logical and persuasive argument, the points necessary to complete "the sale."

Do the two pages of headline exercises, providing three examples for each case study.

Handouts provided.

**Note:** Past students have said this is a very important skill to develop in the workplace, and one in which they wished they had given more effort and attention to.

**Project #1:** Visit the library for a design book on examples of creative, or search the internet for design examples, to use as a resource for inspiration and approaches.

Develop a creative strategy and identify market for a service or product to be announced by the instructor. Conduct market research using the internet on the company and its direct competition.

Create at least three rough sketches of layout approaches and choose the most effective one. Refer to handouts on how to create a professional sketch. Use a ruler, reference materials and an eraser.

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. You will be harshly demoted if your copy has spelling or grammatical errors.

Hand in the following: a photocopy of the resources you used from a design book that inspired you, printouts of the internet market research conducted on company and its competition, layout roughs, the written creative strategy, stage-by-stage printed proofs, a digital copy of your ad, and a final colour version of your advertisement. Use MediaWorks to print your final copy (two free copies per project are provided at no cost).

Submit a professional package, that can be used for your portfolio when applying for a career in marketing communications.

**Project #2:** Develop a creative strategy for the service, product or company chosen for your Term Project. Identify the two most crucial advertising materials that require improvement, and form part of your Executive Recommendations. These could include:

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

Work with your Term Project group on the assignment. In a separate paragraph, explain the rationale behind your choice of marketing materials – how do they function together within your campaign, and why are these the most crucial pieces of creative that need redesign? Call suppliers (i.e. printers, advertising media, etc.) and request exact specifications (ad sizes, broadcast time, format, etc.) for developing your marketing materials. Request one cost estimate. Submit this information with your project.

Use these materials as creative recommendations in your Term Project presentations. They will be marked separately as Project 2 of MKTG 3417, though if well done, they will provide reinforcement of your Term Project recommendations.

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, rationale, cost estimate of one piece, digital files on disk, and colour prints of your work. Use MediaWorks to print your final copy (two free copies per project are provided at no cost).

Submit a professional package, that can be used for your portfolio, when applying for a career in marketing communications.

**Term Project:** To be announced Monday, September 17, 2001.

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**MKTG 3417**  
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Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
<b>Week 1</b> Sept. 4	<b>Lecture:</b> Introduction <b>Lab:</b> Introduction			
<b>Week 2</b> Sept. 11	<b>Lecture:</b> Introduction, the Creative Process and Creative Strategy <b>Lab:</b> Brainstorming, Introduction to QuarkXPress - logging in, interface, tools	Chapters 1 and 3 Handouts	In-class exercises	memorize QuarkXPress tools for Sept. 18
<b>Week 3</b> Sept. 18	<b>Lecture:</b> Elements of an Advertisement & Copywriting  <b>Lab:</b> Creative Strategy Exercise, Introduction to Project 1, QuarkXPress Exercises <b>Quiz on QuarkXPress tools</b>	Handout  Handout	Copywriting Assignment  In-class exercises Do a creative strategy for Project 1	Copywriting Assignment due Sept. 25, end of lecture  Creative Strategy due Oct. 2 Project 1 due Oct. 30
<b>Week 4</b> Sept. 25	<b>Lecture:</b> Fundamentals of Graphic Design, Layout (Video) <b>Hand in Copywriting Assignment</b> <b>Sign up for One-on-one meeting</b> <b>Lab:</b> Putting together an Advertisement, Finding artwork on the internet	Chapter 2  Handouts	In-class exercises	
<b>Week 5</b> Oct. 2	Lecture: Designing with Type and Colour <b>Hand-in Creative Strategy Assignment</b> Lab: Colour Wheel Exercise, Work on Project 1	Chapters 4 & 5 Handout	Creative Strategy	
<b>Week 6</b> Oct. 9	Lecture: Midterm Review Lab: Production Issues, Work on Project 1	Chapter 11		
<b>Week 7</b> Oct. 16	<b>Lecture: Midterm Exam</b> Lab: Cancelled (although I will be at the lab in case you want to work on Project 1)			

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
<b>Week 8</b> Oct. 23	Lecture: Review of Midterm, Posters, Outdoor Advertising Lab: Work on Project 1	Chapter 7  Handouts		
<b>Week 9</b> Oct. 30	Lecture: Logos, Symbols, Pictograms, and Stationery Systems and Long-Term Advertising Lab: Complete Project 1, Introduction to Project 2	Chapters 6 & 10	Project 2	Project 1 due at end of lecture  Project 2 due Nov. 27
<b>Week 10</b> Nov. 6	Lecture: Direct-Marketing Advertising Lab: Designing a direct-mail letter and envelope, using Jenness Mayer's project	Handouts	In-class exercise	
<b>Week 11</b> Nov. 13	Lecture: POP - Book Jackets, CD Covers, Packaging and Shopping Bags Lab: Using templates, Work on Project 2	Chapters 8, 9		
<b>Week 12</b> Nov. 20	Oral Presentations for Term Project - Lecture cancelled Lab: Cancelled	Handouts		
<b>Week 13</b> Nov. 27	Lecture & Lab: Tours Scheduled			Project 2 due at end of lab
<b>Week 14</b> December 4	Lecture: Broadcast Advertising, Television and Radio (Video)			
<b>Dec 10-14</b> TBA	<b>FINAL EXAM WEEK</b> Optional Final Exam			

**NOTES:**

The final exam is optional for those who wish to increase their midterm mark. If you score better on your final exam than on your midterm exam, your midterm exam grade will be replaced with your final exam grade.

Expect to spend up to 4 hours per week on this course. You have access to SE6-230 when the room is not being used. Please show security the admission letter, and your student One Card to have access to the room after hours.

All course Power Point notes are available on the web, along with resource materials at  
<http://www.business.bcit.ca/michaelj>

Each student is required to sign up for a one-on-one meeting with the instruction, beginning on September 25 to discuss their work and progress. This is arranged during the instructor's office hours.

All students must attend a site visit on November 27. You will have the option of signing up for one of three different site visits. These may include Hemlock Printers, WYSIWYG and Brandstorm Strategies.