



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications & Direct Response

Marketing

MKTG 3417**Advertising Design & Production****Start Date:** September 4, 2007**End Date:** December 14, 2007**Total Hours:** 60 **Total Weeks:** 15**Term/Level:** **Course Credits:** 3**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2**Shop:** **Seminar:** **Other:****Prerequisites**

Course No.	Course Name
	Successful Completion of First Year Marketing

MKTG 3417 is a Prerequisite for:

Course No.	Course Name
	All Term 4 Courses

■ Course Description (required)

A practical course that examines creative strategy, design principles and marketing techniques for print and broadcast 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 Adobe InDesign.

■ Detailed Course Description (optional)**■ Evaluation**

Participation and Attendance	10%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm or optional final), and the individual assignment/participation marks, will result in a 0% being assigned for all other projects and assignments, resulting in a failing grade for this course.
Midterm Exam	25%	
Copywriting Assignment	10%	
Project 1 – Print Ad (Individual)	20%	
Project 2 – DM Piece (Group)	10%	
Term Project (Group)	25%	
TOTAL	100%	

■ Course Learning Outcomes/Competencies

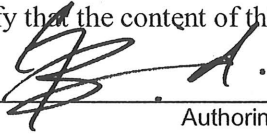
Upon successful completion:

- 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, Adobe InDesign, computer graphics, art design techniques and printing requirements.

■ **Verification**

I verify that the content of this course outline is current.

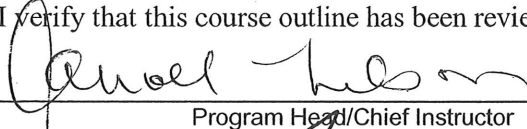


Authoring Instructor

June 28, 2007

Date

I verify that this course outline has been reviewed.

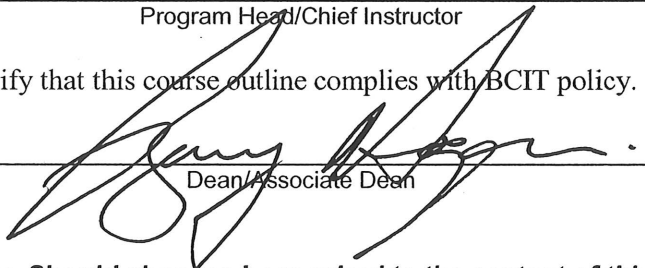


Program Head/Chief Instructor

July 28, 07

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

Aug. 30/07.

Date

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

■ Instructor(s)

1 Geoffrey Bird Office Location: SE6-312
Website: Office Hrs.: TBD
E-mail Address: geoffrey_bird@bcit.ca

Office Phone: 604.451-6771

■ Learning Resources

Required:

Graphic Design Solutions
Third Edition, by Robin Landa
ISBN: 1-4018-8154-8
August 2006
Available at the Bookstore

1 - USB Flash Memory Drive

Ruler, Pencils, Sketch Paper

Recommended:

InDesign CS3 for Macintosh & Windows, Visual Quickstart Guide, Cohen, Peachpit Press, 2006
A Graphic Arts Production Handbook, Pocket Pal, International Paper Co., 2004

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

■ Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified 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 or optional final exam to be allowed to pass the course. If the midterm exam grade is less than 50%, then the student has the option of writing a final exam. The student must receive a minimum of 50% on the optional final exam – the grade received on the optional final exam will then replace the failing midterm mark exam. All labs are mandatory (unless cancelled) and must be attended by the student.

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. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

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.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your midterm and final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

To be announced in class.

Schedule

Week of/ Date	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
Week 1 September 4	No Lecture/No Labs		
Week 2 September 10	Lecture: Introduction, the Creative Process and Creative Strategy/Brief Lab: Introductions, Brainstorming, Creative Strategy Exercise	Chapters 1 & 2	In-class exercises
Week 3 September 17	Lecture: Elements of an Advertisement & Copywriting Lab: Introduction to Project 1, Intro to Adobe InDesign (logging in, interface, tools), Putting together an Advertisement, <i>Bob Mountain</i> Exercise	Chapter 11	Copywriting Assignment due Sept 25, beginning of lecture Project 1 Creative Strategy due Oct 2; Project 1 due Oct 30
Week 4 September 24	Lecture: <i>Hand in Copywriting Assignment</i> , Fundamentals of Graphic Design and Layout Lab: Finding artwork on the Internet, <i>Fireworks</i> Exercise	Chapter 3 & 5	Copywriting Assignment due at beginning of lecture In-class exercises
Week 5 October 1	Lecture: <i>Hand-in Project 1, Part 1 (Creative Strategy Assignment)</i> , Designing with Type Lab: Creating a brochure – Part 1	Chapter 4	Project 1, Part 1 due at beginning of lecture In-class exercises
Week 6 October 8	Lecture: Designing with Colour Lab: Creating a brochure – Part 2		In-class exercises
Week 7 October 15	Lecture: Grids and Guides, Applying Creative, Mid-term Review Lab: Bezier Curves Exercise		In-class exercises
Week 8 October 22	Lecture: <i>Midterm Exam</i> Lab: Work on Project 1		
Week 9 October 29	Lecture: <i>Hand-in Project 1, Part 2</i> , Mid-term Exam Review, Creating DM Advertising; Creating Out of Home Advertising Lab: Work on Project 2	Chapter 12	Project 1, Part 2 due at beginning of lecture Project 2 due Nov 12

Week of/ Date	Outcome/Material Covered	Reference/ Reading	Labs/ Assignment
Week 10 November 5	Lecture: Logos and Branding, Portfolio and Self Promotion. Lab: Business Card Exercise	Chapters 6,7, & 15	
Week 11 November 12	Lecture: Radio Lab: Write a radio commercial		In-class exercise. Project 2 due in Joe's lecture Nov 12.
Week 12 November 19	Lecture: Television Lab: Work on Term Project		
Week 13 November 26	Term Project Presentations – TBD; no lecture or labs this week.		
Week 14 December 3	TBD - Industry Tour – labs and lectures cancelled.		
Week 15 December 12	Final Exam Week		

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.