



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Marketing Communications & Direct Response Marketing

MKTG 3417
Advertising Design & Production

Start Date: September 5, 2006

End Date: December 15, 2006

Total Hours: 60 **Total Weeks:** 15

Term/Level: **Course Credits:** 3

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

MKTG 3417 is a Prerequisite for:

| Course No. | Course Name |
|------------|---|
| | Successful Completion of First Year Marketing |

| 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% |
| Midterm Exam | 25% |
| Copywriting Assignment | 10% |
| Project 1 – Print Ad (Individual) | 20% |
| Project 2 – DM Piece (Group) | 10% |
| Term Project (Group) | 25% |
| TOTAL | 100% |

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.

■ **Course Learning Outcomes/Competencies**

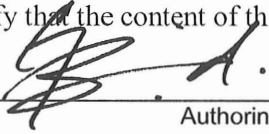
Upon successful completion:

- 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.

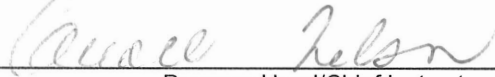


Authoring Instructor

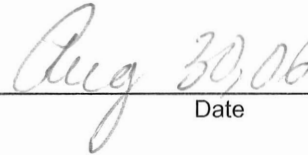
June 2, 2006

Date

I verify that this course outline has been reviewed.

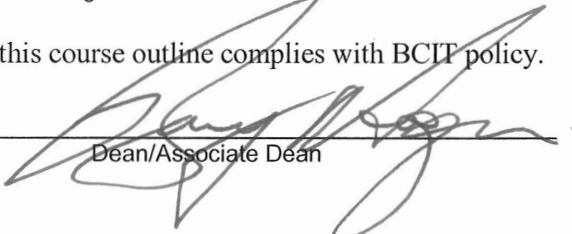


Program Head/Chief Instructor

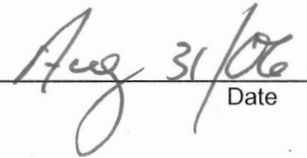


Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

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

■ Instructor(s)

Geoffrey Bird Office Location: SE6-373 Office Phone: 604.456-8152
Website: Office Hrs.: TBD
E-mail Address: geoffrey_bird@bcit.ca

■ 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 CS2 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/ Number | Outcome/Material Covered | Reference/ Reading | Labs/ Assignment |
|------------------------|--|-----------------------|--|
| Week 1 September 4 | No Lecture/No Labs | | |
| Week 2 September 11 | Lecture: Introduction, the Creative Process and Creative Strategy/Brief Lab: Introductions, Brainstorming, Creative Strategy Exercise | Chapters 1 & 2 | In-class exercises |
| Week 3 September 18 | 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. 28, beginning of lecture Project 1 Creative Strategy due Oct. 5; Project 1 due Nov. 2 |
| Week 4 September 25 | 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 2 | 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 9 | Lecture: Designing with Colour Lab: Creating a brochure – Part 2 | | In-class exercises |
| Week 7 October 16 | Lecture: Grids and Guides, Applying Creative, Mid-term Review Lab: Bezier Curves Exercise | | In-class exercises |
| Week 8 October 23 | Lecture: <i>Midterm Exam</i> Lab: Cancelled (although I will be at the lab in case you want to work on Project 1) | | |
| Week 9 October 30 | 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 11/13 |

| Week of/ Number | Outcome/Material Covered | Reference/ Reading | Labs/ Assignment |
|----------------------------|---|-------------------------------|--|
| Week 10 November 6 | Lecture: Logos and Branding, Portfolio and Self Promotion. Lab: Business Card Exercise | Chapters 6,7, & 15 | |
| Week 11 November 13 | Lecture: Radio Lab: Write a radio commercial | | In-class exercise. Project 2 due in Joe's lecture 11/13. |
| Week 12 November 20 | Lecture: Television Lab: Work on Term Project | | |
| Week 13 November 27 | Term Project Presentations – November 29, 30, December 1, 2; no lecture or labs | | |
| Week 14 December 4 | 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.