

Advertising Copy, Layout & Production

Fall 2006 / 61-351-B01

Tuesdays and Thursdays 10:20 a.m.-12:30 p.m.

Clow 148

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Office Hours: 8:30-10:10 a.m. Monday through Wednesday, 9:30-10:10 a.m. Thursday
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REQUIRED TEXT:

Jewler and Drewniany, *Creative Strategy in Advertising*. 8th Ed, Belmont, CA: Wadsworth Publishing Co., 2005.

RECOMMENDED TEXT:

Sandee Cohen, *Visual QuickStart Guide: InDesign SC for Macintosh and Windows*, Peachpit Press, 2004. (Or any other book on version CS or CS2)

LIBERAL ARTS EMPHASIS

Advertising Copy, Layout & Production is offered through the UW Oshkosh College of Letters and Sciences, the liberal arts college of our campus. A liberal arts education transcends preparation for specific careers, providing general knowledge and allowing students to develop intellectual capacities and make sound judgments when creating effective advertising for local, national or international clients. Specifically:

- A liberal arts education prepares students to be responsible citizens who understand and contribute to the changing world in which they live.
- A liberal arts education exposes students to a broad spectrum of knowledge about the human experience and the natural world, from contemporary science to literature, music and art.
- A liberal arts education enhances the skills of communication and critical thinking
- A liberal arts education challenges students to appreciate their cultural heritage, to be sensitive to diverse traditions and opinions and to value truth.
- A liberal arts education encourages students to develop a lifelong commitment to inquiry.

COURSE OBJECTIVES:

- To learn how to integrate language, images and ideas into coherent, persuasive messages in ad campaigns.
- To establish an understanding of different modes of advertising copywriting as they are

practiced in a variety of media for different products/services.

- To polish your skills at layout designs and project presentations as needed in the advertising business.
- To practice the values of revision and precision that are the professional standard in advertising creativity.
- To learn how to set up priorities among different assignments.
- To interact with top ad professionals and cope with high demands for work quality.

ASSIGNMENTS:

All assignments will be graded by your instructor; in addition some will be critiqued by a professional.

1. ***Outdoor ad***

The outdoor ad is one that will challenge your creativity. The assignment objective is to strive for product identification and immediate impact. Jeff Ericksen, creative director of BVK in Milwaukee, will assign and critique your ads. He can be emailed with questions at jeffe@bvk.com. However, your instructor will grade your ads.

2. ***Guerilla ad***

This project will also challenge your creativity. The objective is to create an advertisement that does not look like an advertisement and “speaks” to your target — Hmong parents. The advertisement will be assigned by your instructor and critiqued by your classmates.

3. ***Direct Mail — Internet***

This ad will test your understanding of Internet advertising and will be graded mainly on creativity, copy writing and design. All advertisements will be assigned by your instructor and critiqued by classmates.

4. ***TV Storyboard***

This project will test your understanding of television advertising and will be graded mainly on creativity and proper use of visuals and text. It will be assigned by your instructor.

5. ***Magazine ad***

The magazine ad is a complete ad copy and layout design, including headline, body copy, illustration, logo and slogan or tagline. Creativity, copywriting, and graphic skills are all equally important on this assignment. The project will be also assigned by your instructor and critiqued by classmates.

6. ***Critique sessions***

Attendance and presentations during the critique sessions for the above are mandatory. Absence from the critique sessions will lower your assignment grade by one full letter. In addition, absence will affect your scores of involvement, improvement and performance.

5. ***In-class team project***

Three members will form a team to develop a series of ads for a client to be assigned

by Mike Fredrick, associate creative director at Bader Rutter and Associates. The project includes a print ad, traditional direct mail piece, and an outdoor ad. Most of the group assignments will be developed and presented in class, but will be critiqued by Fredrick. Brainstorming, creativity, copywriting, and team-building skills will be the major focus of the assignments. The project guidelines will be announced in class. Mike can be emailed with questions at mfredrick@bader-rutter.com.

6. Exercises

Several in-class and take-home exercises will be assigned throughout the semester. The short exercises are mostly designed to test your creativity, critical thinking and computer graphic skills.

GRADING:

Each assignment is graded on a scale from 0 to 100. Only Arabic scores are given on your assignments. The accumulative score from different assignments will be converted to a letter grade when tabulating the final score. The weight and grading structure of your assignments are:

Outdoor ad	10%
Guerilla ad (Diversity)	10%
Direct Mail – Internet	10%
TV Storyboard	10%
Magazine ad	15%
Group Project & Presentation	35%
<u>Exercises</u>	<u>10%</u>
Total	100%

Grading structure

93 or above = A	73 - 78 = C
89 - 92 = AB	69 - 72 = CD
83 - 88 = B	63 - 68 = D
79 - 82 = BC	62 or below = F

POLICIES:

1. Assignments/exercises:

Assignments or exercises are due at the end of class. If an assignment or exercise is not ready before the class ends, it is considered late. There will be no late assignments/exercises accepted one week beyond the due date. Late assignments and exercises will lose 20 points of 100. It is your responsibility to check with your teacher for getting assignments after legitimate absences.

2. Attendance:

Attendance is mandatory. Excessive absences (more than 4 absences) will lower your final grade by two full letters. More than 6 absences will lower your final grade to an “F,” no matter what grades you receive in any of the assignments. Make-up assignments are allowed in case of illness, death in the family or an approved university field trip, providing you call or email the instructor in advance to let her know you will not be in class. However, the work must be completed within one week of the due date. Your instructor may also ask for written proof of an absence, such as a doctor’s note.

3. Lab or production hours:

Because many exercises and the team project will be completed during the lab hours, time management and project concentration become the essential criteria to increase productivity. If you have completed a required assignment during the lab hours, then spend the remaining hours on other assignments of this class. If you do not do so, I will assume you are done with all required work for the course and need additional more challenging assignments.

4. Incomplete:

Due to the nature of the assignments and instructional methodology, it is impossible for you to take an "incomplete" grade. If you cannot complete the course within the semester for one reason or another, you are strongly advised to see the instructor as soon as the situation arises, and to withdraw from the class.

5. Academic honesty

UW Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work ... and for respect of others' academic endeavors" (s. UWS 14.01, Wis. Adm. Code). Students are subject to disciplinary action for academic misconduct, as defined below:

- (1) Academic misconduct is an act in which a student:
 - (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
 - (b) Uses unauthorized materials or fabricated data in any academic exercise;
 - (c) Forges or falsifies academic documents or records;
 - (d) Intentionally impedes or damages the academic work of others;
 - (e) Engages in conduct aimed at making false representation of a student's academic performance; or
 - (f) Assists other students in any of these acts.

- (2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Date	Subject	Activities	Chptr
9-7-06	Introductions	Review past student ads	
9-12-06	Creativity & Diversity	Team Project Set-up Teleconference: Andy Jorsch,	1,2

		10:20am <i>Marketing & Promotions Manager, Chippewa Newspaper Group.</i>	
9-14-06	Fact-Finding	Research: Team Project Guest Speaker: Joe Weidert, 10:20 am Teleconference: Morgan Kuchnia	3
9-19-06	Strategy: A Roadmap for the Creative Team	Ad research & strategy	4
9-21-06	The Big Idea	Brainstorming: Big Ideas Creative Brief: Group Project Conference call: Mike Fredrick	5
9-26-06	Adobe Photoshop	Lab Work: Photoshop exercises	
9-28-06	Adobe InDesign	Lab Work: InDesign exercises	
10-3-06	Guerilla Advertising	Creative Brief: Guerilla Ad	
10-5-06	Words on Paper	Team Presentation: Big Ideas Video: Ad Layout I Lab Work: Guerilla ad	6
10-10-06	Outdoor Advertising	<i>Due: Guerilla Ad</i> Creative Brief: Outdoor Ad Conference call: Jeff Ericksen	12
10-12-06	Production	Lab: Outdoor Ads/Team Print Ads Critique: Guerilla Ads	
10-17-06	Layouts: Designing to Communicate I	<i>Due: Team project (rough) to Mike</i> Video: Ad Layout II	7
10-19-06	Layouts: Designing to Communicate II	Conference Call: Mike Fredrick Lab: Revisions to Team Project/Outdoor Ads	
10-24-06	Production	Lab Work: Outdoor Ads <i>Due: Outdoor Ads (end of class) and sent to Jeff Ericksen</i>	
10-26-06	Television Advertising	Teleconference: Jeff Ericksen Creative Brief: TV Storyboard Video: Miami Art School Capitol Lighting commercials	9
10-31-06	Traditional Direct Marketing	Production: Group Project or TV Storyboard	10
11-2-06	Internet	Creative Brief: Internet ads Production: Designing DM (Team), Internet or TV Storyboard	11
11-7-06	Production	Team project, Internet or TV Storyboard	
11-9-06	Production	Team project, Internet or TV Storyboard <i>Due: TV Storyboard (11:30 a.m.)</i> Class Presentations to follow	
11-14-06	Production/Critique	Critique: TV Storyboard Lab: Team Project or Internet ads <i>Due: Internet Ad (end of class)</i>	

11-16-06	Production/Critique	Critique: Internet Ads Lab: Group Ads Creative Brief: Magazine Ad	
11-21-06	Production	Lab: Group project, Magazine	
11-23-06	THANKSGIVING BREAK		
11-28-06	Production	Lab: Group project, Magazine	
11-30-06	Production	Lab: Group project, Magazine Ad <i>Due: Magazine (end of class)</i>	
12-5-06	Production/Critique How to present campaign	Critique: Magazine Ad Production: Group Project	13
12-7-06	Production	Lab: Team Project	
12-12-06	Production	Lab: Team Project <i>Due: Team Project due (11:30 a.m.)</i> Team presentations to follow	
12-14-06	Critique and projects graded	Critique of Team Project Conference Call: Mike Fredrick	