

**University of Wisconsin at Oshkosh: Department of Journalism
Advertising Copy, Layout, & Production**

Fall Term 2007
Tuesday and Thursday
Professor: Elizabeth Crisp Crawford, Ph.D.
Office hours: Monday & Wednesday 2:00-4:00, and by appointment
Office: 126 B
Phone: 920-424-1151
e-mail: liz_crisp@rocketmail.com or crawfore@uwosh.edu

Course Description

Focus of the Course:

The purpose of this course is to create an awareness of basic design and copy principles as they apply to the advertising profession. Topics to be covered include: history of graphic design, layout, and typography, copywriting, creative strategy, and computer aided printing and production.

Required Text:

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

Recommended Texts:

E. Weinnmann & P. Loureka:	<i>Visual Quickstart Photoshop 7</i>
Sandee Cohen	<i>Visual QuickStart Guide: InDesign SC for Macintosh and Windows</i>
Robyn Blakeman	<i>Bare Bones of Advertising Print Design</i>

Required Materials:

9 x 12 Graphics Marker Pad
1 Black Fine Line or Razor Point Pilot Marker
12 count or better box of colored pencils
12" ruler
Small but good pencil sharpener
3 two pocketed folders
1 USB mass storage device (ie. flash or jump drive) with at least 500 MB storage

Course Objectives:

The following are learning outcomes for this course:

1. Students will be introduced to the various areas that make up the creative side of public relations and advertising.
2. Students will learn a general history of design and typography.
3. Students will learn various creative strategies that influence advertising copy and design.
4. Students will be exposed to the stages of design, copy, and layout.
5. Students will learn about copy, type and layout styles.
6. Students will be introduced to the visual process of design and production.
7. Students will be introduced to, and be able to work with, the computer programs involved in advertising design, layout and production.

Exams, Projects, & Assignments:

Students will complete a variety of assignments to show their competencies. Students will complete small “in-class” assignments during the instructional periods and “graded assignments” that will be completed outside of class. In addition to the various assignments, students will be given a midterm exam and a final project.

In-class assignments 10%

Graded assignments 40%

Midterm exam 20%

Final project 30%

Total 100%

Grading:

Students must turn in every step in the design and creative process in order to receive credit for an assignment. This means students must submit thumbnails, roughs, and comprehensives (super comps). Work that is submitted late but within 24 hours of class will automatically receive a 50% point deduction. All work submitted after this 24-hour period will not receive credit but will need to be submitted to progress in the design process. The grading scale is as follows:

Grading Scale

A 92-100	C 75-80.9
A/B 89-91.9	C/D 70-74.9
B 84-88.9	D 69.9 - 63
B/C 81-83.9	F 62.9 and below

Deadlines:

Don't miss them. There are no make-ups, no extensions, and no excuses. All projects are due at the beginning of class (assignments turned in after I collect them will receive the 50% penalty automatically). All work must be presented in a pocketed folder with your name on the front.

If you miss the deadline you still must complete the assignment before you begin the next portion of the assignment. You may not progress without my approval.

Participation and Attendance:

Students are required to attend and be prepared for class. There are assignments due for class as well as lectures not found in the texts. If you know you will be gone for a scheduled class meeting, please make arrangements to turn in your assignments in advance.

Adv 310 Fall 2005 Tentative Course Assignment and Reading Schedule

Week One:

9/06 (TH) Welcome to Advertising 310

Week Two:

**9/11 (T) Introduction to Design
Black Square Problem (In-class assignment)**

**9/13 (TH) Typography
Designing with Type Problem (In-class assignment)**

Week Three:

9/18 (T) Design History/Layout

**9/20 (TH) The Creative Process
Cropping Exercise (In-class assignment)**

Week Four:

**9/25 (T) Chapter One: Creativity, pp. 1-30
Stylized Project Due (Graded)**

**9/27 (TH) Chapter Two: Branding, pp.36-50
Integrating Type and Image**

Week Five:

10/2 (T) Chapter Three: Diversity, pp.57-75

**10/4 (TH) Chapter Four: Fact Finding, pp. 79-102
Monogram Assignment (Graded)**

Week Six:

- 10/9 (T) Creativity and Copy
Chapter Five: Strategy, pp.107-122
- 10/11 (TH) Copywriting and the Strategy Wheel (In-class)

Week Seven:

- 10/16 (T) Chapter 7: Words on Paper, pp.155-180
- 10/18 (TH) Newspaper Assignment Work Day

Week Eight:

- 10/23 (T) Newspaper Assignment I Thumbs Due (Graded)
- 10/25 (TH) Midterm Exam Review

Special Note: Until the end of the semester, bring your USB mass storage device, any art that you need, and your computer generated design packets.

Week Nine:

- 10/30 (T) Midterm Exam
- 11/1 (TH) Newspaper Assignment I Roughs Due (Graded)
Intro to Computer Generated Design

Week Ten:

- 11/6 (T) Photoshop I (In-class)
- 11/8 (TH) Photoshop II (In-class)

Week Eleven:

- 11/13 (T) Photoshop III (In-class)
- 11/15 (TH) InDesign Tutorial (In-class)
Newsletter Assignment

Week Twelve:

- 11/20 (T) InDesign Tutorial (In-class)
Newsletter Assignment
- 11/22 (TH) No Classes – Thanksgiving Break

Week Thirteen:

- 11/27 (T) In-class Lab Time

11/29 (TH) In-class Lab Time
Newspaper Assignment I Comps Due (Graded)

Week Fourteen:
12/4 (T) Final Project In-class Lab Time

12/6 (TH) Final Project In-class Lab Time

Week Fifteen:
12/11 (T) Final Project Poster Presentation Day

Description of Assignments and Exams:

In-Class Assignments:

Throughout the semester students will be required to do assignments in class. Most of these assignments are listed in the in-class assignment packet. These assignments are not given a letter grade. Instead, they are given an effort grade of a check mark+, check mark, check mark-, or zero. These assignments may not be turned in late but may be done in advance if needed.

Graded Assignments:

These assignments are more involved than the basic in-class assignments. Most of the time they will be done outside of class. However, due to the shortage of computers with QuarkXPress, some class time is given for computer-generated graded assignments. Usually, I do not give a percentage grade for graded assignments. Instead, I assign letter grades.

Midterm Exam:

The midterm exam will be based on lecture and the textbook. This examination will be the only exam given during the course of the semester.

Final Project:

For the final project, students will design an advertising campaign. Students can select either a real or fictional client and will create a brochure, newspaper advertisement, and poster based on the same creative strategy and integrated design and branding theme. In addition, students will compose a creative brief that describes the project strategy and objectives. More information will be given on this assignment during the second half of the semester. This project will be matted on poster board and presented to the class. The final project is due during the final class meeting.