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## 351 ADVERTISING COPY, LAYOUT AND PRODUCTION

University of  
Wisconsin Oshkosh  
Journalism Department

Fall 2009

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Instructor  
Office hours:  
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### Catalog description

Principles and techniques of copy writing, selection and presentation of creative strategies and sales points, use of computer skills and application of product and market research to specific creative problems in advertising. Preparation of copy, layout planning, and production. Prerequisite: Journalism 141, 221, 224 and 250.

### Course Objectives

- Exploration of creative strategies and research methodology
- Translation of concepts into persuasive messages using language and images
- Development of fundamental design skills through visual problem-solving processes
- Development of basic computer and software skills as they relate to print and web publishing
- Investigation of typography, visual hierarchy and information architecture

### Required text, materials

- *Creative Strategy in Advertising, Ninth Edition*; Drewniany & Jewler, Thomson Wadsworth Publishers
- Flash drive (1 GB minimum) or portable hard drive

### Class Policies

#### *Attendance and Etiquette*

Attendance is required and will be recorded each class period. After final grades are calculated, students will be penalized one-half letter grade for each absence after two unexcused absences. In other words, an “A” student with 7 or more unexcused absences will fail this class. As the first half of each class consists of lecture and discussion of assignments and course issues, it is imperative that you arrive on time. The use of e-mail, cell phones, personal music players, and web browsers (unless so directed) is discouraged during class time.

#### *Assignments*

Various exercises and projects are assigned throughout the semester. These will consist of several pages of hand-rendered thumbnail sketches, roughs, and laserwriter output as you work through concepts and design/typographic variations. All documentation for each exercise/project should be clearly labeled and placed in a 1-inch width, 3-ring binder (process book) which will be reviewed at the middle and end of the semester. The organization, content and quality of your process book is important and will impact your final grade. Do NOT use pocket inserts or sheet protectors to contain projects/exercises. Three-hole punch all pages, use dividers to separate individual exercises/assignments, and print your name clearly on the binder’s spine.

#### *Deadlines*

The field of advertising is highly deadline-oriented, and I will conduct this course with “real world” expectations. Late assignments will not be accepted. Extensions are given only in cases of family or medical emergencies, which must be documented through the Dean’s office or by your doctor.

#### *Grading*

Grading for projects is based on originality, quality and depth of research and concept exploration (as reflected in your process book), craft, and contribution to class critiques. Your final grade is based on project grade averages, participation, and commitment to this class.

### Academic Honesty Policy

UWO 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 in s. UWS 14.03, Wis. Adm. Code. Specific questions regarding the provisions in and implementation of Chapter UWS 14 should be directed to the Dean of Students Office.

Be aware that this includes, but is not limited to, the acquisition and use of imagery from the web. Presenting acquired imagery as your own creation, even if it is only a part of a composition, is tantamount to plagiarism and, in most cases, illegal (copyright infringement).