Fall 2012 Advertising Copy, Layout & Production – Journalism 351

Department of Journalism
University of Wisconsin Oshkosh

(Source: http://thenewcreative.blogspot.com)

Class: 12:40 to 2:50 p.m., M/W, Sage Hall 3420
Instructor: Jin Kyun Lee, MA, Ph.D.
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Hours: M/W 11:40 a.m. to 12:40 p.m. or by appointment

Required Textbook: *The Bare Bones of Advertising Print Design*
Robyn Blakeman Rowman & Littlefield Publishers, 2005

Required Materials:

9 x 12 graphic marker pad	12 count colored pencils
12" ruler	2 black fine-line or razor Pilot markers
USB drive, 500 MB or more	Small pencil sharpener

Read and refer to this syllabus, keeping in mind that this information may change/revised at any time. **If you miss a class, it is your responsibility to determine what you may have missed.**

Prerequisites
A grade of C or better in JOUR 141, 221, 224 and 250, and 60 credit hours.

Course Description
This course teaches principles and techniques for presentation of creative strategies through design and copywriting in advertising communication. Students learn the creative process from advertising research and strategy development toward design, copywriting and layout of ads in various forms of traditional and nontraditional media. The course requires applied knowledge in the production of advertising communications to solve creative problems, through the creative process, stages of design and development of computer graphics skills.

"Thinking outside of the box is difficult for some people. Keep trying."

Course Objectives
This class provides students an opportunity to:

- Develop strategic, creative thinking to solve communication problems through advertising in various forms of media, traditional and nontraditional.
- Gain working knowledge of the creative and design processes, and apply them in real-world advertising scenarios.

- Learn hands-on advertising principles and practices under the real-world pressure of professional direction, deadlines and critique.
- Expand verbal and written/designed communication skills to solve business/ organizational problems. Aligned with the emphasis of a liberal arts education, students can develop creative/critical thinking that connects beyond advertising toward broader cultural and societal contexts.

Approach
This course aims to stretch your strategic and creative skills! You will learn the principles and approach to the creative process and how to speak to a target audience in a compelling way through advertising design and copy. Make this class your opportunity to explore the creative designer or writer in you. This class is about exploring creativity, brainstorming, making connections among new ideas, delivering on strategy, expressing yourself in project work and presentation of concepts, solving creative problems and gaining comfort levels with new forms of media. Be ready to do great work!

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. **Note: I will not round up - an 89.99 (as close as it is to 90) will still be a B+.** The weight and grading structure of your assignments are:

Exercises	10%
Creative brief	10%
Outdoor ad	10%
Guerilla ad	10%
Flash logo ad	10%
TV storyboard	10%
Magazine ad & presentation	10%
Team project & presentation	20%
Attendance	5%
Peer evaluation & class participation	5%
	Total 100%

Grades will be distributed on this basis:

A	93-100%	C	70-75%
A -	90-92%	C-	68-69%
B+	88-89%	D+	66-67%
B	80-87%	D	62-65%
B -	78-79%	D -	60-61%
C+	76-77%	F	Less than 60%

Appeals
After receiving each assignment grade, you may submit an appeal on whole or any section of assignment for which you believe there is some cause for review. **Each appeal must be made by the end of the second class session following the date assignment returned to you** and

must include the specific reason for the appeal, including the explanation for the reason why you believe the points needs to be adjusted, along with documentation or a citation as backup for your justification (e.g., passage from the textbook, lecture slide, etc.).

Attendance & Peer Evaluation

Attendance (5%) will be graded as follows:

No absences	10% (full credit)
One absence	9%
Two absences	8%
Three absences	7%
Four or more absences	0%

Absences for which a medical or court excuse is provided (professional letterhead required when you come to next class) will be recorded but not figured in the attendance grade. **Remember that if you do not submit official documents, you will still lose attendance point.** Likewise, one absence for which advance notice is given by phone/email or in person will not be figured in the attendance grade. Any significant tardy or early departure from class will be figured as a half absence. Also, **anyone who has more than four class-long, unexcused absences will receive ZERO for the attendance grades.** In your team assignment/projects, peer evaluation (5%) will be factored in. Build teamwork and make a contribution to team!

Academic Integrity

Do not cheat. I have zero tolerance for cheating or plagiarizing in class. Always be mindful of producing original work with your own creativity. The University of Wisconsin – 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, for the appropriate citation of sources, and for respect of others' academic endeavors" (s. UWS 14,01 Wis. Adm. Code). Students are often confused about academic dishonesty when it comes to projects/papers. The most common confusion is with plagiarism. The basic rule to avoid plagiarism is to simply cite your sources: If it's not your idea, then cite the source. You can use APA style (or any other style) to cite references as long as you are consistent.

Plagiarism. n 1: a piece of writing that has been copied from someone else and is presented as being your own work 2: the act of plagiarizing; taking someone's words or ideas as if they were your own, WordNet 2.0 (2003), Princeton University, from www.dictionary.com.

Assignments

Details on the course assignments follow. All of your work will be graded based on criteria from your instructor. You should turn them in before the beginning of class on due date. I do not accept submission in a digital format (No email!) so bring them in a hard copy format other than a few exceptions. **If you submit after due date, 10 points will be taken off immediately, and additional 10 points will be off per day.** However, you can always submit them earlier than the due date. Plan ahead and submit them if you predict any time conflict. **Unwarranted reasons including computer, printer, personal relationship, and transportation issues, family matters, just to name a few will not be considered.** Once the submitted assignments/deliverables were reviewed with my comments, they will be collected back and will not be returned for instructor's records.

- Exercises (Individual)

Several in-class and take-home exercises will be assigned throughout the semester. Follow tutorials for Photoshop, InDesign and Flash, completing exercises to demonstrate skill development and application to assignments. I will teach you some of basic exercises during lab session and try to do my best to ensure enough time for you to complete exercises. **Practice and practice until you are confident in using these programs.** As long as you submit them on time, you will receive full credit.

- Creative Brief (Individual)

Develop a creative brief, based on research and strategy, for the final Bader Rutter project.

- Outdoor Ad & Presentation (Individual)

Follow the stages of design (Chap. 3) for an outdoor ad based on creative brief provided for assignment. Present design concept and roughs to class.

- Guerilla Ad (Team)

Develop an ad that doesn't look like an advertisement but speaks to your target audience for final Bader Rutter project.

- Flash Ad (Individual)

Create your team agency's logo flash. Present ad to class.

- TV Storyboard (Individual)

Create a TV storyboard based on creative brief provided for assignment.

- Magazine Ad & Presentation (Individual)

Develop a complete magazine ad based on creative brief which will be provided – copy, layout design, headline, body copy, illustration, logo, slogan/tagline. Present ad to class. You can use stock photo, but need to develop in a significant way and add your own elements. **Remember that this is not rough. You will need to use software program to complete this assignment.**

- Team Project & Presentation for Bader Rutter (Team)

In teams of three or four, develop an ad campaign. **The project will require creation of three print ads (e.g., newspaper, magazine, and poster, etc.), a traditional direct mail ad (e.g., postcard), an outdoor ad (e.g., billboard), and one additional ad-type of your choice.** As a major part of your final grade, this assignment should demonstrate your brainstorming ability, fresh creativity, copywriting know-how and skills in working on a team. Presentation of ad campaign will be made via PowerPoint to class and the client.

Tentative Schedule of Course and Assignments

WK1	Sep 5	Introduction to course Creativity (art creative & copy) & great campaigns Lab: Map of Life (individual assignment), DUE 9/10
WK2	Sep 10	Topic: Design & advertising process Reading assignment: Chap. 1 & 2 Lab: Presentation of Map of Life
	Sep 12	Topic: Stages of design Reading assignment: Chap. 3 Guest Lecture – Dealerfire, Automotive SEO & Marketing
WK3	Sep 17	Topic: Layout & design elements Reading assignment: Chap. 4 & 7 Lab: Group project intro with Mike Fredrick, Bader Rutter
	Sep 19	Strategy & the creative brief Lab: Creative brief research & development for final project (individual assignment), DUE 9/26
WK4	Sep 24	Topic: Type & copywriting Reading assignment: Chap. 5 Lab: Continue to work on creative brief research
	Sep 26	Topic: Print advertising Reading assignment: Chap. 6 & 10 Lab: Outdoor ad roughs (individual assignment), DUE 10/3
WK5	Oct 1	Topic: Adobe Photoshop Lab: Photoshop exercise, DUE 10/15
	Oct 3	Topic: Production Reading assignment: Chap. 8, Chap. 12 & 13 Presentation of outdoor ad roughs Lab: Guerilla ad for final project (team assignment), DUE 10/17
WK6	Oct 8	Lab: Continue to work on PhotoShop and Guerilla ad
	Oct 10	Topic: Adobe InDesign Lab: InDesign exercise, DUE 10/24
WK7	Oct 15	Topic: Flash Lab: Flash exercise, DUE 10/29 Flash agency logo (Individual assignment), DUE 10/29

	Oct 17	Advertising techniques – Class discussion Presentation of guerilla ad roughs
WK8	Oct 22	Branding strategy discussion on agency logo Lab: Continued work on InDesign exercise and flash logo
	Oct 24	Lab: Continued work on InDesign exercise and flash logo
WK9	Oct 29	Presentation of flash logo Lab: Work on team project rough for final project, DUE 11/7
	Oct 31	Topic: Television advertising Lab: TV storyboard (individual assignment), DUE 11/7
WK10	Nov 5	Lab: Continued work on team project rough & TV storyboard
	Nov 7	Lab: Continued work on team project rough & TV storyboard Presentation of TV storyboard
WK11	Nov 12	Topic: More on magazine advertising - Brand alliance Lab: Magazine ad (individual assignment), DUE 11/26
	Nov 14	Critique from Mike Fredrick, Bader Rutter Lab: Continued work on magazine ads & team project work
WK12	Nov 19	Lab: Continued work on magazine ads & team project work
	Nov 21	Thanksgiving Holiday! ☺
WK13	Nov 26	Presentation of magazine ads Lab: Team project work
	Nov 28	Lab: Team project work
WK14	Dec 3	Lab: Team project work
	Dec 5	Lab: Team project work
WK 15	Dec 10	Lab: Team project work; SOS survey
	Dec 12	Presentation & critique of work with Mike Fredrick

NOTE: We will adhere as closely as possible to the outline listed above. However, there are situations that sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we will review the status of the outline and schedule.