

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

Spring Term 2009

Monday and Wednesday 12:40 - 2:50 RM C128

Professor: Elizabeth Crisp Crawford, Ph.D.

Office hours: Monday and Wednesday 11:30-12:30, and by appointment

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Course Description

Focus of the Course:

The purpose of this course is to create an awareness of basic design, layout, 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, creative briefs, and computer aided printing and production. Because this class cultivates creative skills, many instructional periods will include laboratory work time.

Required Texts:

Robyn Blakeman

Bare Bones of Advertising and Print Design

Recommended Texts:

E. Weinmann & P. Loureka:

Visual Quickstart Photoshop 7

Sandee Cohen

Visual QuickStart Guide: InDesign SC for Macintosh and

Windows

Required Materials:

9 x 12 Graphics Marker Pad

2 Black Fine Line or Razor Point Pilot Markers

12 count or better box of colored pencils

12" ruler

Small but good pencil sharpener

3 two pocketed folders

1 USB 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 be exposed to the stages of design and layout.
4. Students will learn about type and layout styles.
5. Students will be introduced to the visual process of design and production.

6. Students will learn to write creative briefs and copy sheets.
7. Students will be introduced to, and be able to work with, the computer programs involved in advertising design 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 comprehensive exam and a final project.

In-class assignments	10%
Graded assignments	40%
Comprehensive 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). 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:

Extensions and make-ups are only given at the discretion of the professor with appropriate documentation. If no official or verifiable documentation is provided, the assignment will be penalized 25% for every day that it is late. The first 25% is deducted after the class period when the assignment was due. Remember, I will usually accept assignments early if you know you will not be able to attend a class meeting. If you miss the deadline you still must complete the first portion of the assignment before you continue with the next portions 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 and in-class assignments 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 so that you will not fall behind.

Acknowledgements:

I would like to thank Robyn Blackman for allowing me to use her assignment packets and the OIT office at the University of Tennessee for allowing me to use its tutorial information.

Journalism 351 Spring 2009 Tentative Course Assignment and Reading Schedule

Week One:

2/2 (M) Welcome to Advertising Copy 310

2/4 (W) Introduction to Design
Black Square Problem (In-class assignment)

Week Two:

2/9 (M) Typography
Designing with Type Problem (In-class assignment)

2/11 (W) Design History/Layout

Week Three:

2/16 (M) The Creative Process
Cropping Exercise (In-class assignment)

2/18 (W) The Creative Brief /Lab Time Stylized Project
Chapter 1: Design and the Advertising Process (pp.1-9)

Week Four:

2/23 (M) The Creative Brief
Chapter 2: The Main Ingredient to Great Design (pp.36-50)
Creative brief template project (In-class assignment)
Stylized Project Due (Graded assignment)

2/25 (W) Copywriting and the Strategy Wheel
Chapter 3: The Many Stages of Design (pp.19-41)
Orange assignment creative brief and copy sheets work time

Week Five:

3/2 (M) Chapter 4: Problems and Solutions (pp.43-70)
Creative brief and copy sheet critique session
(In-class assignment)

3/4 (W) Diversity and Design
Chapter 5: Things to Know About Type (pp.71-84)

Week Six:

3/9 (M) Chapter 6: Newspaper What's the Big Design Deal (pp. 85-96)
Orange assignment thumbnail sketches and copy sheets due
(In-class assignment)

3/11 (W) Creativity and Copy
Chapter 7: A Look at Each Component as a Design Element (pp.99-114)/Orange assignment roughs and copy sheets class work time

Week Seven:

3/16 (M) Work Day
Chapters 8-10 (pp.115-135)
Orange assignment thumbs, roughs, copy sheets, and creative brief due (Graded assignment).

3/18 (W) Wicks 'n' Sticks Work Day
Chapters 11 & 12 (pp.136-155)

SPRING BREAK - MARCH 23-27

Week Eight:

3/30 (M) Intro to Computer Generated Design/Lab Time

4/1 (W) Comprehensive Exam Review/Lab Time
Wicks 'n' Sticks thumbs and copy sheets due (Graded assignment)

Week Nine:

4/6 (M) Comprehensive Exam

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.

4/8 (W) Photoshop I (In-class assignment)/Lab Time

Week Ten:

4/13 (M) Photoshop II (In-class assignment)/ Lab Time

4/14 (W) Photoshop III (In-class assignment)/Lab Time
Wicks 'n' Sticks roughs and copy sheets due (Graded assignment)

Week Eleven:

4/20 (M) InDesign Tutorial (In-class assignment)

Newsletter Assignment/Lab Time

4/22 (W) **InDesign Tutorial (In-class assignment)**
Newsletter Assignment/ Lab Time

Week Twelve:

4/27 (M) **Illustrator Tutorial Day/ Lab Time**

4/29 (W) **Lab Day**
Wicks 'n' Sticks comps and creative brief due (Graded assignment)

Week Thirteen:

5/4 (M) **Lab Day**

5/6 (W) **Lab Day**

Week Fourteen:

5/11 (M) **Student Presentations/Lab Day**

5/13 (W) **Lab Day/ Final Project Due**

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 InDesign, some class time is given for computer-generated graded assignments.

Comprehensive Exam:

The comprehensive 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. The comprehensives will be submitted on CD. The final project is due during the final class meeting, May 13, 2009.