

LAST REVIEW: 2010-2011

NEXT REVIEW: 2015-2016

STATUS: A
(A, I, D)

COURSE TITLE: Brand and Ad Design

COMMON COURSE NUMBER: GRA 2160C

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

(per 16 week term)

CLOCK HOURS:

(Voc. Course ONLY)

Lecture: **32**

Lab: **32**

Clinic:

Other:

PREREQUISITE(S): GRA 1151C

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION *(750 characters, maximum):* This course will introduce advertising and marketing principles. Students will apply design and technical skills introduced in foundation level classes. The focus will be on solving real-world advertising and promotional problems, carrying projects from initial concept to final presentation of the product. Projects will satisfy the current industry client base which demands that a graphic artist conceive a given graphic idea for production in a variety of print outputs, as well as output for the Web, TV, and multimedia. The class is portfolio driven, training students to follow a business process for analyzing client needs, conducting a research and developing a concept for production within a budget.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area

General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area

General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. Advertising Principles and Practices.
2. Marketing Research Methods.
3. Copy Writing.
4. Projects I: Ad Designs (defined by current industry, e.g., magazine and newspaper ads for web and print, outdoor ads (billboard, vehicle, and building) etc.
5. Projects II: Product Promotion Campaign, e.g., marketing research, logo, copy brochure, direct response mail, package design, display, Web page, outdoor Ad, TV, Multimedia, etc.
6. Client Presentation Strategies.
7. Portfolio and Critique

Course Overview:

Upon successful completion of this course, the students should be able to demonstrate knowledge of the advertising and promotional design. They will initially produce simple ads and progress to the completion of two large advertising campaigns: 1) develop a corporate identity for all corporate promotional products, and 2) conduct an advertising campaign to promote a product, concept or program.

II. Units: Unit 1.

Advertising Principles and Practices

General Outcome:

1.0 The students should be able to demonstrate knowledge of the advertising business and the psychology controlling the success of advertising products.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

1.1 Demonstrate knowledge of the history of advertising.

1.2 Demonstrate knowledge of the current advertising business.

1.3 Identify advertising strategies, e.g., direct mail, etc.

1.4 Demonstrate knowledge of the psychology of advertising, i.e., how the eye track visual information, what catches the eye, why a visual image is remembered, the subconscious messages conveyed in visual images which promote positive response in prospective customers, etc.

1.5 Conduct research respective to simple ads and distinguish why some are successful and why some are not.

1.6 Conduct research respective to advertising campaigns and distinguish why some are successful and some are not.

1.7 Describe the various output media that may be required for a given advertising idea, e.g., print, web, and TV.

1.8 Identify graphic application software packages required to produce various outputs, e.g., publishing software, photo-editing software, illustration software.

1.9 Identify other software and resources that will assist in the creation of digital images, e.g., painting software, 3d-effects software, photo and image libraries.

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Unit 2.

Market Research Methods

General Outcome:

2.0 The students should be able to demonstrate knowledge of marketing and research methods and strategies success of advertising products.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Identify marketing principles.

2.2 Define the importance of marketing research.

2.3 identify marketing research tools, e.g., surveys.

2.4 Describe marketing analysis methods.

2.5 Describe how to apply research to promotional campaigns.

2.6 Identify how to measure the success of marketing strategies.

Unit 3.

Copy Writing

General Outcome:

3.0 The students should be able to demonstrate knowledge of copy writing and produce examples of copies that they have written.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Define copy writing.

3.2 Site examples of various copy writing problems and solutions.

3.3 Identify both good and bad copy and give reasons why copy is successful or unsuccessful.

3.4 Write a copy for various advertising problems.

Unit 4.

Project I: Ad Designs

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General Outcome:

4.0 The students should be able to work with real or simulated clients to identify simple ad design problems present acceptable solutions in prescribed output, e.g., print, web, TV, and/or multimedia. As this is a portfolio requirement, industry will define the projects to be completed, e.g., magazine and newspaper ads, outdoor ads (billboard, vehicle, building) etc.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Demonstrate an understanding of the history of ad design, both in black and white and in color.

4.2 Identify types of ads, e.g., magazine and newspaper.

4.3 Demonstrate knowledge of the use of ads in the current advertising industry.

4.4 Describe the reasons why black and white or color might be employed for design purposes. Collect examples for ads and distinguish which are successful and which are not.

4.5 Demonstrate knowledge of how to design an effective ad within a budget constraint.

4.6 Develop ads following a business process.

Interview a client real or simulated (extra credit will be given for a real client).

Analyze the clients need, the basic purpose of the core graphic idea.

Review the various output media that the core design will be produced on.

Gather from the client any existing graphics and text to be used.

Identify the client budget.

Negotiate a timeline for review of the initial concept.

Research the concept by reviewing and collecting examples of similar products.

4.6.8 Draft ideas and concept solutions, traditionally or by computer.

4.6.9 Select the appropriate computer applications.

Experiment with concept solutions using the computer, supported by traditional drafting methods if deemed necessary.

Develop the concept, e.g., core graphic elements, type styles, color treatments, etc.

Produce a rough draft of the ad design concept.

Present the design concept to the class for peer review and revise accordingly.

Review dummy with the client.

4.6.15 Revise according to the client requirements.

4.6.16 Produce a final dummy for approval by client (revising as many times as necessary to achieve client approval).

Unit 5. Projects II: Product Promotion Campaign

General Outcome:

5.0 The students should be able to work with a real client to identify a comprehensive advertising campaign that promotes their product through various strategies and media, e.g., brochure, display, package design, signage, magazine/newspaper ad for print and web, etc. This campaign will include production of a logo and company.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

5.1 Demonstrate an understanding of the history of advertising campaigns.

5.2 Demonstrate knowledge of current advertising campaign strategies used in the industry.

5.3 Identify future possibilities in advertising strategy, e.g., E-commerce and Web TV.

5.4 Conduct a thorough research of various advertising campaigns and be able to show in class examples of successful and unsuccessful campaigns. Identify why certain campaigns and strategies are successful and some are not.

5.5 Identify means of measuring the success of advertising campaigns, i.e., linking increase or decrease in profits to the campaign.

5.6 Develop an advertising campaign for a product.

Identify a real world client. Interview the client.

Analyze the client's needs, the basic purpose of the advertising campaign.

Review the various output media that the client wishes the product produced in, e.g., brochure, package design, display, etc.

Gather from the client any existing graphics and text to be used.

Identify the client budget.

Negotiate a timeline for review of the initial concept.

Research the concept by reviewing and collecting examples of similar product campaigns.

Draft ideas and concept solutions, traditionally or by computer.

Select the appropriate computer applications to execute the project.

Experiment with concept solutions using the computer, supported by tradition drafting methods if deemed necessary.

Develop the concept, e.g., core graphic elements, type, styles, color treatments, etc.

Produce a rough draft of the advertising campaign strategies and outputs (students should plan on out put to a minimum of three mediums).

Present the advertising design concepts to the class for peer review and revise accordingly.

Review dummies of the campaign with the client.

Revise according to client requirements.

Unit 6.

Client Presentation

General Outcome:

6.0 The students should be able to demonstrate knowledge of how to present concepts of a completed advertising campaign to a live client.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

6.1 Demonstrate knowledge of how to corporate advertising campaign proposals are conducted.

6.2 Identify why the presentation of an advertising campaign has to be formalized and dramatic than other types of client presentations.

6.3 Demonstrate knowledge of presentation strategies, i.e., visual dummies of campaign products, multimedia presentation.

6.4 Demonstrate knowledge of the basic art of persuasion through speaking while presenting an idea.

6.5 Practice presenting the advertising campaign to the class for peer review.

6.6 Make any necessary revisions according to input.

6.7 Present the campaign strategy to the client for approval.

Unit 7.

Portfolio Presentation and Critique

General Outcome:

7.0 The students should be able to present a project to the class for peer, instructor and business professional review. Projects will be measured according to specific criteria and recommended revisions in order to receive a final grade.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

7.1 Present a project in a formal class evaluation setting, using business presentation strategies and tool, to classmates, instructor and visiting industry professionals.

7.2 Revise projects according to evaluation input. 7.3 Present final revised project to class.