

Syllabus

483—Advertising Design

Instructor: Mr. Glover
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Textbook: The Design of Advertising 7th edition, by Roy Nelson

Other Course Required Material: (1) Zip 250 mb disk (2) Notebook

COURSE DESCRIPTION:

The focus of this course is to expose the students to the basics of Advertising Design (layout, design, use of graphic, use of text, etc.). We will accomplish this goal through a combination of in class activities, assigned readings, class projects, quizzes, etc.

COURSE GOALS:

1. To gain a better understanding of Advertising Design Principles (format, design, layout, graphics, etc).
2. Improve, strengthen, push to new limits your logic/critical thinking skills and your creative talents.
3. Create high quality advertisements by using Quark Express, Microsoft Publisher, Adobe Illustrator, Adobe InDesign, and Adobe PhotoShop programs.

CLASS POLICY & PROCEDURES:

Attendance: This is a participation course that runs on a very tight schedule. You are required to attend all class dates. Any make-up work will only occur with documented and approved absences (what constitutes an excused absence is clearly outlined in your student handbook).

Plagiarism: Any student who copies another student's homework/assignment is guilty of plagiarism. You will receive an automatic grade of "E" for the course. No discussion.

Late Work: All work is due upon the date specified in class. The only late work that will be accepted must be accompanied by an official university approved excuse (acceptable excuses are outlined in your student handbook). No excuse, no make-up work.

Cover Page: All assignments must have a cover page that clearly displays assignment title, student name, date, class time and section. If no cover page is present work.....its only worth half of the points possible.

COURSE REQUIREMENTS:

1. Quizzes: You will take 8 quizzes throughout the semester that will be based upon class notes/activities, handouts, and reading assignments. Quizzes can be creation based or traditional based in nature.

2. Tests: You will be given 2 major exams throughout the semester (mid-term and a final). The information for these exams will be taken from in class notes, projects/assignment, handouts, previous quizzes, and reading assignments. Tests can be creation based or traditional based (sometimes a combination of each will be used).

3. Class Assignments: You are required to complete 10 class assignments designed to re-emphasize assigned readings and in class materials/lectures - they are designed to gauge your proficiency in use of the Program(s) and other class utilities.

4. Semester Project: A semester project will be required of all students. The semester project will include:

- (1) Trademark/Logo, (1) Magazine Adv., (1) Direct Mail Adv., (1) Poster/Display Adv., (2) Newspaper Adv., (2) Billboard Adv., (1) Radio and or TV Ad. and (1) Specialty Adv. Item (Instructor will give details)

5. Notebook: You are required to keep a class notebook that will contain work from chapters assigned in class, and other class assignments (instructor will inform you what other items to add to the notebook).

6. Additional Supplies: You are responsible for printing class assignments and projects.

7. Additional Info: This class is a highly demanding course that centers on quality work. You will need a very healthy set of Photoshop and Desktop Publishing skills to succeed in this course. You will also need to understand that printer error.....is not a reason for late work or extension of an assignment deadline.

**Before all major requirement you will receive a handout that will detail point break down, and further instructions (due date, requirements, format, etc.).

GRADING:	POINTS POSSIBLE	YOUR POINTS
Quizzes (8 x 20 pts each)	160	_____
Mid-Term	100	_____
Final Exam	100	_____
Class Assignments (10 x 25 pts each)	250	_____
Class Notebook	100	_____
Class Semester Project:		
Trademark/Logo	25	_____
Magazine Adv.	75	_____
Direct Mail Adv.	75	_____
Poster/Display Adv.	100	_____
Newspaper Adv.	75	_____
Billboard Adv.	100	_____
Radio and or TV Ad.	50	_____
Specialty Adv.	<u>50</u>	_____
**Total Points Possible = 1260		Your Total=_____

GRADING SCALE

- A= 90 to 100%
- B= 80 to 89%
- C= 70 to 79%
- D= 60 to 69%

COURSE SCHEDULE OF ACTIVITIES (All assignments on due on Mondays - unless specified by instructor)

W1	CHP 1	COURSE OVERVIEW	
W2	CHP 2-3	~A1: Simple Ad (GOT MILK?)	
W3	CHP 3-4		**Quiz #1 (Chp. 1-3)
W4	CHP 4	~A2: Identifying Layout Approaches	
W5	CHP 4	~A3: Identifying Layout Approaches	
W6	CHP 5		**Quiz #2 (Chp. 4-5)
W7	CHP 5-6	~A4: Identifying Layout Approaches	
W8	CHP 6-7-8		***Mid-Term Exam
W9	CHP 8-9	~A5: Type/Art	**Quiz #3 (Chp. 8-9)
W10	CHP 10		
W11	CHP 11	~A6: Newspaper Adv.	**Quiz #4 (Chp. 10-11)
W12	CHP 12	~A7: Magazine Adv.	
W13	CHP 13	~A9: Broadcast Adv.	
W14	CHP 14-15		**Quiz #6 (Chp. 12-13)
W15	CHP 15-16	~A9: Direct Mail Adv -	**Quiz #7 (Chp. 14)
W16		~A10: Display Adv. - CD Jacket	**Quiz #8 (Chp. 15)
W17	Finals	Finals	Finals

**dates/assignments/point totals are subject to change*