

GRDS 4309

Fall 2016 // Design in Advertising
GRDS.4309.001

Nancy Miller
Nancy.Miller@tamucc.edu
o: 361-825-2380

Meeting Time
Office Hours M/W 1230-
T/Th 9-11am 320pm
Bay Hall 224c Bay Hall 234
tamuccdesign.wordpress.com

Course Description

This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio focuses on advertising design as it applies to print, multi-media, outdoor, and direct mail design for a chosen target audience.

Prerequisites: GRDS 1301, 1302, 2301, 2302, 3301, 3302

Student Learning Outcomes

- The student will identify the principles of advertising by recognizing how much design and art direction is becoming even more of a leading force in the e-communications industry.
- The student will demonstrate proficiency in the skills associated with advertising research, problem solving/strategy development, and writing and presenting a proposal.
- The student will develop techniques to plan, explore, and utilize a broad range of media, techniques, and technology in the launching of an advertising campaign.
- The student will create campaigns and concepts with special emphasis on a unified advertising campaign.

Required Texts

*Advertising: Concept and Copy
(Third Edition)*
by George Felton

Required Materials

1. Portable Hard Drive (recommended).
2. DropBox Account (free)

Email

- You are required to use your University email address. You can always forward this address to one that you check on a more regular basis.
- Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
 - Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
 - E-mail communications should be about class business.
 - Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message. Unprofessional emails will result in non-response.

Attendance, Participation, & Grading

- Attendance is recommended for your success and will be recorded during each class session.
- Four (4) absences will result in the drop of a single letter grade for the semester.
 - Arriving late to class on three (3) occasions will result in the recording of one (1) absence.
 - Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
 - Leaving early will result in a half absence.
- Your attendance and participation reflects on you as a student and your final grade will be an indication of that.

How will I grade?

Each project will be graded on three factors: 1) discussions, critiques, and other class participation; 2) your creative process; and 3) the final artifact.

Please see last page of this syllabus to see the projects you will be completing this semester.



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Grading Scale

100-90 A, 89-80 B, 79-70 C, 69-60 D,
59 & below F

Attendance

Four (4) absences results in a drop of a single letter grade and arriving late (without notice) to class on three (3) occasions will result in the recording of one (1) absence.

Late Work

No late work is accepted. If you are unable to make the final critique of a project, please make arrangements with me to turn in and present to the class on an earlier date.

Plagiarism

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

Professionalism

Cell Phones

Cell phones are to remain off or in silent mode during the full class session. Please do not text message or use your phone in the classroom, except for emergencies. In the case of an emergency phone call please take the call outside.

Music/Headphones

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

Studio Work Time

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

Grade Appeal Process

Students who feel they have not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website (<http://cla.tamucc.edu/about/student-resources.html>). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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Week One **August 24**

In Class

Introduction, Syllabus, Project Overviews
Video :: Art & Copy
Assignment 1 :: 6 Engaging Ad Samples/
Rationales

Homework (due Monday)

Purchase books
Purchase 1 inch process binder for classwork
Assignment 1

Week Two **August 29/31**

In Class

Due/Discuss :: 6 Engaging Ad Samples
Intro Advertising Video :: Lynda.com
Assignment :: Felton Presentations
Presentation Sample :: Strategy (Nancy)
[Google Doc Sign Up](#)

Homework

Reading :: Copywriting pp.185-231

In Class

Lecture :: Effective Copywriting in
Advertising
Assignment 2 :: 6 examples of Effective
Headlines/Rationales

Homework

If not done, Reading :: pp.185-231
Work on Assignment 2

Week Three **September 7**

In Class

Due/Discuss :: Assignment 2 :: 6 Headlines
Class Exercise :: Write 5 Headlines for ad

Homework

Reading :: pp.8-31

Week Four **September 12/14**

Lecture :: Marketing / Branding /
Advertising What's the Dif?
Lecture :: Print Ads / Don't forget the sell
Assignment 3 :: Print Ads Overhaul 3 Sizes

Homework

Find 2 Print Ad Options to Overhaul

In Class

Working Day Assignment 3

Homework

Group 1 Presentations Working
Reading :: pp.32-66

Week Five **September 19/21**

Working Day Assignment 3

Homework

Reading :: pp. 67-92

In Class

Due/Critique :: Assignment 3
Lecture :: Advertising Basics
Lecture :: Advertising Agency

Week Six **September 26/28**

In Class

Guest :: Advertising Creative
Assignment 4 :: Advertising Campaign
Lecture :: Campaign Examples

Homework

Choose a campaign company [from Google](#)
[Doc Sign Up List](#)

In Class

Lecture :: Where to Start? Research!
Lecture :: Creative Brief

Homework

Research Worksheet, Creative Brief
Presentations Group 1, next class

Week Seven **October 3/5**

In Class

Due :: Presentations Group 1
Lecture :: The importance of non-digital
exploration
Discussion :: What is our potential as
designers?
Working Day :: Sketches/Exploration

Homework

Worksheet, Creative Brief, Sketches
Reading :: pp.93-128

In Class

Discussion :: Appropriate Media/Application
Guest :: Media Buyer
Resource :: Static vs. Dynamic
Discussion :: Measuring Effectiveness.

Homework

Continue Work on Assignment 4
Prepare for WIP Critiques, Research/Sketch

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Week Eight **October 10/12**

In Class

Campaign Working Day
Lecture :: Advertising on social media
Guest :: Social Media Expert
WIP Class Discussion of exploration to date
Quiz 1 :: Felton Part One

Homework

Reading :: pp.129-166
Survey Top logos

In Class

Campaign Working Day
Hand in Research Worksheet/Creative Brief

Homework

Continue Work on Assignment 4
Reading :: pp.167-184

Week Nine **October 17/19**

In Class

Campaign Working Days
Logo/Theme must be final
WIP Critique Campaign

Homework

Reading :: pp.185-231

Week Ten **October 24/26**

In Class

Final Working Day :: Assignment 4

In Class

Due/Critique :: Assignment 4
Lecture :: UPI, GMT
Assignment 5 :: (UPI/GMT)

Homework

Progress on Assignment 5
Group 2 Presentations next class

Week Eleven **October 31/November 2**

In Class

Due :: Group 2 Presentations
Discussion :: UPI/GMT Sketches/Concepts

In Class

Working Day Assignment 5
Quiz 2 :: Felton Part Two

Homework

WIP Next Class

Week Twelve **November 7/9**

In Class

Class Review of UPI GMT
Working Day Assignment 5

Homework

Continue Work on UPI /GMT

Week Thirteen **November 14/16**

In Class

Small Group Critiques
Working Day Assignment 5
Assignment 6 :: Pitch Deck

Homework

Continue Work on Projects
Pitch video concepts

Week Fourteen **November 21/23**

No classes Nov. 22-25 • Happy Thanksgiving

Week Fifteen **November 28/30**

Due/Critique :: Assignment 5 UPI, GMT

Homework

Compile Pitch Deck/Presentation

Week Sixteen **December 5**

December 5 Last Day of Class

In Class

Working week with individual critiques

Homework

Finalize and produce Pitch

Week Seventeen **December 12 • 11-1:30 pm**

Final Exam In Class

Class Critique :: Review Videos
Hand in Class Process Binder
Hand in video file, electronic pdfs of all
campaign final deliverables

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Grading Opportunities

Quizzes (10%)

Students will be given 2 comprehensive quizzes on the required reading assignments and lectures.

Presentation (10%)

Select one topic from *Advertising: Concept and Copy*, research and prepare a 5-10 minute presentation on your chosen topic.

Assignment 1 (5%) 6 Compelling Advertising Samples

Find and compile 6 compelling advertisements. Place each ad with a one paragraph rationale outlining why the ad is effective in a multipage PDF for discussion in class.

Assignment 2 (5%) 6 Compelling Headline Samples

Find and compile 6 advertisements with compelling headlines. Place each ad with a one paragraph rationale outlining why the advertisement's headline is effective in a multi-page PDF for discussion in class.

Assignment 3 (10%) Print Ads Overhaul

Find 2 options for print ads that are ineffective. For your planning purposes, you may want to list the reasons why it doesn't work, or why you find it offensive so that you can avoid these pitfalls in your redesign. Choose one sample to redesign. Format your improved design in 3 print ad sizes.

Assignment 4 (25%) Mini Ad Campaign

In developing an alternate mini advertising campaign for an existing product or service, students will design creative works (e.g., preparing storyboard for TV commercials, writing scripts, and layout for print ads out of home or social media), to achieve advertising goals identified from their primary product research.

Assignment 5 (20%) UPI/GMT

Students will expand their advertising campaign from Assignment 4 by developing a Unique Promotional Item and a Guerilla Marketing Tactic with support visuals.

Assignment 6 (10%) Pitch Deck

Students will compile their deliverables from their mini advertising campaign into a formatted Deck for presentation to their "client."

Class Participation (5%)