



## COURSE OUTLINE

**Course Number**  
ADV 101

**Course Title**  
Advertising Design I

**Credits**  
3

**Hours:**  
**lecture/Lab/Other**  
1 lecture/4 studio  
hours

**Co- or Pre-requisite**  
DMA115 or divisional permission

**Implementation**  
**sem/year**  
Spring 2020

### **Catalog description:**

Development of basic conceptual ideas, skills and techniques for typography and design utilizing professional practices and procedures. Use the computer as a graphics tool as well as traditional layout skills. Understand all production processes as it relates to printed materials. This course also provides the student with an understanding of visual problem solving from the concepts stage through finished product and the final printed pieces.

### **Required texts/other materials:**

- Textbook:  
**Advertising by Design** by Robin Landa, Third Edition, 2017,  
Publisher: John Wiley & Sons, Inc. ISBN: 978-111-897-1055
- Flash drive, 16GB
- Design Process Sketch Book (9" x 12" or 14" x 17"), folder, notebook

**Revision date:**  
Spring 2020

**Course coordinator:**  
Tina LaPlaca, e-mail: [laplacat@mccc.edu](mailto:laplacat@mccc.edu), 609-570-3356

### **Information resources:**

- Texts: Reference Division Booklist
- Current newsstand publications (newspapers, magazines, etc.).
- Print material from instructor's files.
- Reference books in Library (hard covers and trade publications).
- Videos, DVDs, etc. as available.
- Handouts

### **Other learning resources:**

- Open Lab Hours

## **Course Competencies/Goals:**

Upon successful completion of the course, the student will be able to:

1. Understand and use correctly most of the special terms used in the fields of advertising and printing.  
(ILGs: 1, 4, 6, 8)
2. Demonstrate design ability by creating original layouts within the specifications and limitations supplied.  
(ILGs: 4 & 6)
3. Create a design comprehensive in a professional manner using typography, illustrations and photographs.  
(ILGs: 4 & 6)
4. Demonstrate the use of good design and composition principles in solutions to assigned problems.  
(ILGs: 4 & 6)
5. Evaluate professional design examples and student design projects for critical assessment.  
(ILGs: 1, 4, 6, 8 & 9)
6. Demonstrate various techniques and skills required to produce advertising designs and other graphic communications.  
(ILGs: 4 & 6)
7. Describe and analyze advertisements for their design construction, content and context.  
(ILGs: 1, 4, 6, 8, & 9)
8. Develop skills for quick sketching and visualizing ideas and presenting them in graphic form.  
(ILGs: 4, 6, 8 & 9)

## **ILGs / General Education Knowledge Goals**

**Goal 1. Communication.** Students will communicate effectively in both speech and writing.

**Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Goal. 6. Humanities.** Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

**Goal 8. Diversity and Global Perspective.** Students will understand the importance of a global perspective and culturally diverse peoples.

**Goal 9. Ethical Reasoning and Action.** Students will understand ethical frameworks, issues and situations.

## **Units of study in detail.**

### **Unit I Introduction to Advertising Design**

The student will be able to:

- Learn brief history of advertising  
(CGs 1 & 7)
- Analyze: *What Makes an Ad Great*  
(CG 7)
- Review the Showcase of Ads  
(CG 7)
- Identify target audiences and demographics  
(CGs1 & 7)
- Develop brand awareness strategies  
(CGs 2 & 5)
- Create a brand awareness print campaign  
(CGs 3, 4, 5, 6 & 8)
- Evaluate each student's presentation for critical assessment  
(CGs 1 & 7)
- Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice  
(CGs 1 & 7)

## **Unit II Creative Thinking**

The student will be able to:

- Analyze: *The Big Idea*  
(CGs 1 & 7)
- Describe ingredients to good design  
(CGs 5 & 7)
- Create a print advertising campaign within specified guidelines  
(CGs 2, 3, 4, 5, 6 & 8)
- Describe different brand constructs used as advertising techniques  
(CGs 1 & 7)
- Create creative thinking exercises  
(CGs 2, 3, 4, 5, 6 & 8)
- Evaluate each student's presentation for critical assessment  
(CGs 1 & 7)
- Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice  
(CGs 1 & 7)

## **Unit III Team Learning**

The student will be able to:

- Describe various mounting and presentation techniques and demonstrate them with a project  
(CGs 2, 3, 4 & 7)
- Describe the differences of various advertisements  
(CGs 1 & 7)
- Conceptualize, plan and create a team campaign project  
(CGs 2, 3, 4 & 6)
- Describe copywriting terminology and techniques and demonstrate them within a project  
(CGs 1, 2, 6 & 8)
- Evaluate each student's presentation for critical assessment  
(CGs 1 & 7)
- Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice  
(CGs 1 & 7)

## **Unit IV Public Service Announcements**

The student will be able to:

- Identify the components of a PSA advertisement  
(CGs 1 & 7)
- Create a PSA poster for a particular social issue  
(CGs 2, 3, 4 & 8)
- Analyze and respond to PSAs created by professional advertising agencies in print, online and television  
(CGs 1 & 7)
- Evaluate each student's presentation for critical assessment  
(CCs 1 & 7)
- Discuss his/her work during a critique and critically evaluate and justify their own artistic and vocational practice  
(CGs 1 & 7)

## **Evaluation of student learning:**

Instructional modes to be used are: Integrated lecture and laboratory, studio assignments with specifications and limitations set by the instructor, demonstrations by the instructor, and discussions and critiques of student work. Lectures are often accompanied by demonstrations of techniques and examples of printed materials that cannot be repeated for individuals. The student is responsible for participating in classroom discussions and critiques of student work by including his or her work to that being discussed and evaluated. In this way the students learn the terms used in the field for which they are preparing. Diligent practice on assignments is essential to develop the skills required. Practice, in class lab and at home, will generally be visible in the work produced.

The student is responsible for his or her regular attendance, participation in classroom discussions and critiques of student work, and for including his or her work to be discussed and evaluated. Diligent work on assignments is essential. Evaluation of progress and grades are determined by the instructor, based upon the following considerations: attendance, participation, and estimate of quality of class work and homework assignments (by instructor). The specific weight of each project is shown in the grade breakdown chart in this section.

Values of quality, aesthetics, etc., are based upon the instructor's judgment of the work produced, the effort employed, and the total result achieved. To receive full credit, all assignments are due on time. A late assignment will be accepted one class period after due date with a reduced letter grade.

The grade of "A" will be earned by students who demonstrate mastery of the essential elements of the material presented, as well as demonstrating excellence in aesthetics and originality in completing course objectives with at least 90% accuracy.

The grade of "B" will be earned by students who demonstrate more than adequate mastery of the essential elements of the material presented and acceptable knowledge of the course content. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 80% accuracy.

The grade of "C" will be earned by students who demonstrate adequate mastery of the essential elements of the material presented. Achievement will be demonstrated when all of the specific course objectives are fulfilled with at least 70% accuracy.

The grade of "D" is undesirable, but indicates a minimum passing of the course requirements. All of the course objectives must be fulfilled with at least 60% accuracy.

The grade of "F" will be earned by students who do not demonstrate achievement.

### **Critiques**

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs' strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

### **Project Values/Grade Breakdown**

The final course grade is based on project outcomes, exercises, test scores, adherence to project due dates, and attendance. Assignments and quizzes are based upon the following considerations:	
Attendance of lectures and presentations, participation with class discussions and critiques.	<b>(10%)</b>
Project 1	<b>(20%)</b>
Project 2	<b>(20%)</b>
Project 3	<b>(20%)</b>
Project 4	<b>(20%)</b>
Research Project Presentation	<b>(10%)</b>

### **Academic Integrity Statement:**

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity -- the honest, fair and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual's work as one's own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student Handbook and is found on the college website ([http://www.mccc.edu/admissions\\_policies\\_integrity.shtml](http://www.mccc.edu/admissions_policies_integrity.shtml)).

### **Special Needs Accommodations:**

Mercer County Community College is committed to ensuring the full participation of all students in all activities and programs. If you have a documented differing ability or think that you may have a differing ability that is protected under the ADA or Section 504 of the Rehabilitation Act of 1973. Please contact Arlene Stinson in LB221 ([stinsona@mccc.edu](mailto:stinsona@mccc.edu)) (609) 570-3525 for information regarding academic accommodations and additional support services.

### **Financial Aid Application**

It is recommended that student complete an application for financial aid to determine eligibility for financial assistance. The application is **FREE** and available for completion beginning **October 1, 2020** for the 2021-22 academic year. Visit [www.fafsa.edu.gov](http://www.fafsa.edu.gov) to complete your application. Applications should be completed **before** December 1, 2020. Students who are interested in MCCC Foundation scholarships are expected to complete an application as well.