DePaul University - College of Computing and Digital Media - School of Cinema and Interactive Media/Graphic Design
GD360 Advertising Design

Winter 2013 - TU-TH 1:30-3:00PM
CDM 526

Professor Dolores Wilber dwilber@cdm.depaul.edu
Office hours
TuTh 10:00AM-11:45AM CDM 459
Register online or email to confirm appt.

Goals
The aim of this class is to introduce the world of advertising in a social and art historical context with pragmatic projects and contemporary approaches. This class will explore formal structures and research methods in developing smart and effective strategies for advertising communication. Emphasis is placed on the role of analysis and conceptual thinking as the first tasks of the designer, paired with the ability to produce effective and memorable communication in a socially responsible way.

Prerequisites
GD105
This course assumes a basic understanding of visual design principles and a foundation in Adobe Illustrator and Photoshop, which will be our standard mode of operation for the course. You may use InDesign as well if you wish. However, this is NOT a software course. If you find you are at a significant disadvantage with weaker knowledge of a given program, it is strongly suggested that you subscribe to Lynda.com for $25 a month (which can be renewed month-to-month depending on your needs and interests) to make significant progress with various computer applications.

Assignments
As a rule, incomplete grades are not given in this course. Late assignments are not accepted without prior consent from the instructor. In order for an assignment to go to final, you MUST have submitted one version for group critique and subsequent improvement prior to the final. Failure to do so will result in a failed grade. Design requires a feedback loop of project submission for review, feedback, implementation of changes and resubmission. This is required of every assignment in the course. All levels of critique require a work-in-progress post to the class blog as a jpg. Your blog posts should be entitled with your last name and the project title. Example: SMITH_FOUNDTYPE_CRITIQUE 1.jpg.

Attendance & Punctuality
Attendance is mandatory; three unexcused absences result in a lower grade (from B to C, for instance); an excused absence is allowed in the case of a medical or personal emergency (illness with doctor's letter; death in the family). An absence is defined as not showing up for class or showing up 5 or more minutes late for class. Repeated absences result in further grade reductions.

Plagiarism
Plagiarism on assignments or cheating on tests are serious offenses and result in failure of the course. There are no exceptions to this rule. If you are in doubt about the definitions of plagiarism and cheating, consult the DePaul Student Handbook.

Vandalism
Treat all equipment with care! Access to the computer labs is limited to those students who are currently enrolled in the class. You cannot allow students into the lab who are not in this class.

Supplies
You will need a portable hard drive or flash/key drive, minimum 2-4 GB, available from Microcenter, Best Buy, Walgreens, etc. If you save your work on the computer hard drives, be advised that the drives are emptied regularly and you can never be assured that your work will not be accidentally deleted at any time.

Harassment
The policy as specified in the DePaul Student Handbook will be adhered to in this class.

Syllabus Changes
I will make every effort to adhere to the syllabus, but sometimes, changes may occur. You are responsible for keeping up with changes that occur even when you are not in class—so keep in touch with your fellow students and the teacher. An email after an unexcused absence will not be able to cover all that happened in a class period.

Textbook
Advertising by Design: Generating and Designing Creative Ideas Across Media
Robin Landa, Wiley, 2010. ISBN 0470362685 Available at the DePaul Loop Bookstore

Academic Integrity
"Students must abstain from any violations of academic integrity and set examples for each other by assuming full responsibility for their academic and personal development, including informing themselves about and following the university's academic policy… Violations of academic integrity include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources-

alteration or falsification of academic records; and academic misconduct. Conduct that is punishable under the Academic Integrity Policy could result in additional disciplinary actions by other university officials and possible civil or criminal prosecution."
— DePaul Student Handbook
http://condor.depaul.edu/~handbook/code17.html

Supplies
You will need a portable storage device for storage of work. You CANNOT rely on hard drive storage space on the lab computers.

Harassment
The policy as specified in the DePaul Student Handbook will be adhered to in this class.

Syllabus Changes
I will make every effort to adhere to the syllabus but sometimes, changes may occur. You are responsible for keeping up with changes that may occur even when you are not in class—so keep in touch with your fellow students and the teacher.

General resources
http://dmoz.org/Business/Marketing_and_Advertising/Advertising/History/
http://money.howstuffworks.com/ad-slogan2.htm
http://www.adslogans.co.uk/hof/2002-27.html
http://money.howstuffworks.com/ad-slogan2.htm
http://copyranter.blogspot.com/

Art Material Suppliers
Genesis (student discount of 20% off)
2417 N. Western; (Fullerton Bus west to Western Ave.)
773 292-2992

The Art Store
1574 N. Kingsbury (you can see it from North Avenue)
312-573-0110

Utrecht Art Supply
33 N. Wabash Ave.
(312) 922-7565
http://www.utrechart.com

Paper Source
northeast corner of Franklin & Chicago Ave. (Chicago stop on the CTA Brown line)

DePaul Design Mailing List
All students are strongly encouraged to sign-up for the DePaul Graphic Design mailing list
Design@mailman.depaul.edu
http://mailman.depaul.edu/mailman/listinfo/design

PROJECTS

PROJECT #1 — SPOOF AD

Familiarize yourself with:
http://adbusters.org/home/
and:
http://mone.howstuffworks.com/ad-slogan2.htm

Particularly, check-out:
http://adbusters.org/spoofads/index.php
and the assignment is described at:
http://adbusters.org/spoofads/printad/

Two formats are required for completion of this project:
(1) a page in the magazine of your choice; you should follow the page size exactly and have a copy of the magazine on hand to establish the appropriate style of your advertisement for the magazine and its audience. (Bring to every critique.)
(2) choose another format for your project: web, mobile, billboard or unconventional marketing.

PROJECT #2 – SOCIAL MEDIA CAMPAIGN

Create a social media campaign for a company or campaign.

Examples of distinguished campaigns:
http://www.imediaconnection.com/article_full.aspx?id=26526
Interesting:
http://www.fastcodesign.com/1665615/6-secrets-to-branding-ripped-from-raiders-of-the-lost-ark

Read:
Advertising by Design, Chapters 13-15 pp222-248.

PROJECT #3 – MY LIFE IN ADVERTISING SLOGANS AND IMAGES

Prepare a 17x22-inch poster (or other format that you submit for approval) of your life in advertising slogans or a book format of your choice. Check-out:
http://scruss.com/wal/
for a reprise, using your own life as material, of Lucas and Morrow's 191 proto-dada classic, "What a Life! An Autobiography." Your approach may be serious or not. This should be directed towards a designer/artist audience. The size and format is to be determined by you. Your approach should be sophisticated and ambitious and unusual.

See also:
http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm_source=rss&utm_medium=rss&utm_campaign=scrappy-fiction

Grading Formula
CLASS PARTICIPATION (Including reading assignment reflections)

	10%
SPOOF AD	25%
SOCIAL MEDIA CAMPAIGN	40%
MY LIFE AD	25%

Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance.

Class Blog
All projects and reading reflections should be posted on the class blog:

http://advertisingspring.blogspot.com/

This is the site where all students in the class will post their projects, their project descriptions, comments on readings and share information. Each student must post a reading reflection of at least 300-words per week with an image that is not in the book that is found noteworthy. Each project must be posted before the class that it is due so that all students can comments online. When a project critique is due, each student must post a comment on 3 different student blog posts that is specific, penetrating and helpful. These are not meant to be "Awesome" postings but are meant to give your best feedback on how to improve the project in a respectful and collaborative manner. This is practice for our in-class discussions and for work environment collaborations. Happy postings! Timely posts are part of your class participation grade!

Previous projects from other classes can be found at:

http://advertisingwinter2013.blogspot.com/
and…
http://gd360advertisingspring2012.blogspot.com/

Format for Essay Analysis of Design Projects

Each projects requires a short essay that describes your project in the following manner:

Introductory Paragraph
Identify the work of art or design, including artist name (your own name or your group name), title (you must title all your works), materials, and date.

Body of the essay
The body of the essay should include the following:

1. Text

   a) What is the medium (method/material) of this work of design project? (..a print or digital projection or website or interactive medium...)
   b) What is the specific subject; are there secondary subjects?
   c) What are the compositional elements or unifying principles in this work of art that make its subject matter stand out or give strength to its theme? What are these elements and/or principles? For instance, if it is geometric, what makes it so? Or, what makes it deconstructive?

2. Context

   a) What does this work have to do with you if you are the creator? What particular experiences or attitudes do you bring to the work? How does this work compare to others you have seen in class or have seen and read about? Is it in dialog with others works you have seen in class or have studied? How does it compare to other student works in class?
   b) Tell us something about the designers whose work you are using for comparison or influence your approach.
   c) What events and ideas shape your approach? This could all be contemporary information and/or from the past.

3. Subtext

   a) What is your purpose or intent?
   b) What kind of effect do you think this has on your chosen audience (specify audience/user)?
   c) How successful is the final project? What are the strengths and weaknesses?

4. Format

   a) 500-750 words minimal, not more than1000 words.
   b) Post on blog. Include quote from sources other than yourself.

This will be an oral presentation in class in addition to blog post.

SYLLABUS

Week 1
Introduction
4.2 Tuesday
Introduction to class and student projects

Cultural pursuits, diversity, authenticity and social responsibility are changing the way companies need to reach consumers; remember that in your study and projects for this class.

There is a fair amount of reading at the beginning of the class. Then the focus is primarily on project development and critique.

4.4 Thursday

Discussion of reading assignment and web research:

1 — *Advertising by Design*, Chapters 1, 2, 3 and 4, pp2-62
Comment on one image from each chapter to aid in discussion for next class; post to blog with additional image from your own research that compares and contrasts with the image you have chosen.

2 — Familiarize yourself with Adbusters.org
Particularly, checkout: http://adbusters.org/spoofads/printad/

Week 2
4.9 Tuesday

Discussion of reading assignment and web research:

1 — Read: *Advertising by Design*, Chapters 7, 8, 9 pp106-152.
Comment on one image from each chapter to aid in discussion for next class; post to blog with additional image from your own research that compares and contrasts with the image you have chosen.

SPOOF AD: Begin developing spoof ads;

For next class, present two different concepts for possible ads (these don't have to be your finals). Minimally, these should be written descriptions with an photo/illustration/sketch example for each posted to the blog for discussion. One will be selected for further development.

4.11 Thursday

First critique:
SPOOF AD: Present 2 concepts for spoof ads; post to blog

Week 3
4.16 Tuesday

1 — Read: *Advertising by Design*, Chapters 5 pp66-92.

Comment on one image from each chapter to aid in discussion for next class; post to blog with additional image from your own research that compares and contrasts with the image you have chosen.
Work in class

4.18 Thursday

SPOOF AD: Work in class

Week 4
4.23 Tuesday

SPOOF AD: Present logo concepts, including names, typographic treatments, and taglines/slogan
Second critique – remember to post to blog

4.25 Thursday

Work in class

Week 5
4.30 Tuesday

Final Critique
Present in two different mediums: print and another of your choice: Web, Mobile, Social Media or Unconventional Marketing
Remember to post to blog.

5.2 Thursday

Social Media Project
Intro and work in class
Create a social media campaign for a company or campaign.

Examples of distinguished campaigns:
http://www.imediaconnection.com/article_full.aspx?id=26526

Week 6
5.7 Tuesday

Social Media Project

Read: *Advertising by Design*, Chapters 13-15 pp222-248.
Work in class.

First Critique
Report on a project you will pursue.

5.9 Thursday

1 – Read: *Advertising by Design*, Chapters 13-15 pp222-248.
Work in class.

Week 7
5.14 Tuesday

Social Media Campaign
Second Critique
Post roughs to blog

5.16 Thursday

Work in class.

Week 8
5.21 Tuesday

Social Media Campaign
Final Critique - Remember to post to blog (Students A-L)

5.23 Thursday

Social Media Campaign
Final Critique - Remember to post to blog (Students M-Z)

Week 9
5.28 Tuesday

My Life in Advertising Slogans
Prepare a 17x22-inch poster (or other format that you submit for approval) of your life in advertising slogans or a book format of your choice. Check-out:
http://scruss.com/wal/
for a reprise, using your own life as material, of Lucas and Morrow's 191 proto-dada classic, "What a Life! An Autobiography." Your approach may be serious or not. This should be directed towards a designer/artist audience. The size and format is to be determined by you. Your approach should be sophisticated and ambitious and unusual.

See also:
http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm_source=rss&utm_medium=rss&utm_campaign=scrappy-fiction

5.30 Thursday

My Life in Advertising Slogans
Work in class

WEEK 10
6.4 Tuesday

My Life in Advertising Slogans
First critique
Remember to post to blog

6.6 Thursday

Work in class

Final
Thursday June 13 11:45AM-2:00PM
My Life in Advertising Slogans
Final Critique posted to blog