

**GD360 ADVERTISING DESIGN | SQ 2017  
SYLLABUS**

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**Section 601**

**Class Number:** 34093

**Professor**

Alex Modie

amodie@depaul.edu

**Location**

Room 213

Daley Building, LC

**Office Hours**

Wednesday, 1:15pm – 2:45pm

Room 200B, Daley Building, LC

**Meeting Time**

Monday | Wednesday

3:10pm – 4:40pm

03/27/17 – 06/09/17

**Final Exam**

3:10pm – 4:40pm

Monday, 06/05/17

**WEEK 1**

**Monday 03/27**

**Lecture | Discussion:**

Overview of historical and contemporary advertising

**Homework**

Read Chapters 1–3 (Due: Week 2, Wednesday 04/05)

**Wednesday 03/29**

**Lecture | Workshop:**

Design principles, composition and components of advertising

**Homework**

Introductory Assignment 1: FMCG Advertisement (Due: Week 2, Wednesday 04/05)

Read Chapters 4–5 (Due: Week 2, Wednesday 04/05)

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**WEEK 2**

**Monday 04/03**

**Lecture | Discussion:**

Advertising as storytelling

**Homework**

Read Chapters 6–7 (Due: Week 3, Wednesday 04/12)

**Wednesday 04/05**

**Lecture | Workshop:**

Common story formats and brand characteristics

**Homework**

Introductory Assignment 2: Storytelling Part 1 (Due: Week 3, Monday 04/10)

Read Chapters 8–9 (Due: Week 3, Wednesday 04/12)

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**WEEK 3**

**Monday 04/10**

**Lecture | Workshop:**

Storyboards

**Homework**

Introductory Assignment 3: Storytelling Part 2 (Due: Week 3, Wednesday 04/12)

**Wednesday 04/12**

**Lecture | Workshop:**

Making meaningful stories (Why? What? How?)

**Brief : Project 1 – Ad Campaign Pitch (20%)**

**Homework**

Develop concepts Project 1: Ad Campaign Pitch (Due: Week 4, Monday 04/17)

Read Chapter 10 (Due: Week 4, Wednesday 04/19)

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**WEEK 4**

**Monday 04/17**

**Critique Project 1 work-in-progress**

**Lecture | Discussion:**

Commercial advertising: TV, web and film

**Homework**

Project 1: Develop storyboards and pitch (Due: Week 4, Wednesday 04/19)

**Wednesday 04/19**

**Work in class to develop storyboards**

**Homework**

Finalize Project 1: Ad Campaign Pitch (Due: Week 5, Monday 04/24)

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**WEEK 5**

**Monday 04/24**

**Final Presentation: Project 1 Ad Campaign Pitch**

**Brief: Project 2 - Integrated Marketing Campaign (50%)**

**Homework**

Read Chapter 11 (Due: Week 6, Wednesday 05/03)

**Wednesday 04/26**

**Lecture | Workshop:**

Integrated marketing strategies

**Homework**

Complete worksheets and develop concepts for IMC (Due: Week 6, Monday 05/01)

Read Chapter 11 (Due: Week 6, Wednesday 05/03)

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**WEEK 6**

**Monday 05/01**

**Lecture | Workshop:**

Digital content marketing

**Homework**

Research Integrated Marketing Campaigns and develop concepts for

Project 2: Integrated Marketing Campaign (Due: Week 6, Wednesday 05/03)

**Wednesday 05/03**

**Critique Project 2 work-in-progress**

**Lecture | Workshop:**

Design Integrated Marketing Plan

**Homework**

Develop Project 2 deliverables (Due: Week 7, Monday 05/08)

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**WEEK 7**

**Monday 05/08**

**Critique Project 1 work-in-progress**

**Lecture | Workshop:**

Interactive and immersive brand experiences

**Homework**

Project 2: Develop IMC deliverables (Due: Week 7, Wednesday 05/10)

**Wednesday 05/10**

**Work in class to develop IMC deliverables**

**Homework**

Project 2: Develop IMC deliverables (Due: Week 8, Monday 05/15)

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**WEEK 8**

**Monday 05/15**

**Lecture | Discussion:**

Connecting campaign ideas across media channels

**Work in class to develop IMC deliverables**

**Homework**

Project 2: Develop IMC deliverables (Due: Week 8, Wednesday 05/17)

**Wednesday 05/17**

**Work in class to develop IMC deliverables**

**Homework**

Finalize Project 2: Integrated Marketing Campaign (Due: Week 9, Monday 05/22)

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**WEEK 9**

**Monday 05/22**

**Final presentation Project 2: Integrated Marketing Campaign**

**Homework**

Watch *Back to the Future*, 1985

Read excerpts from McLuhan, *The Medium is the Message*, 1967

(Due: Week 9, Wednesday 05/24)

**Wednesday 05/24**

**Brief Project 3: Future Poster (15%)**

**Lecture | Workshop:**

The future of advertising

**Homework**

Develop concepts Project 3: Future Poster (Due: Week 10, Wednesday 05/31)

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**WEEK 10**

**Monday 05/29**

**Memorial Day – No Class**

**Wednesday 05/31**

**Critique Project 3 work-in-progress**

**Work in class to develop Future Posters**

**Homework:**

Finalize Project 3: Future Poster (Due: Week 11, Monday 06/05)

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**WEEK 11**

**Monday 06/05**

**Final Exam Project 3: Future Poster**

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**ASSIGNMENTS WEIGHTED BREAKDOWN**

**Reading Questions (5%)**

**Textbook:** Landa Robin, *Advertising by Design: Generating and Designing Creative Ideas Across Media*, Ed. 3, Wiley, 2010

Chapters 1-5 (Due: Week 2, Wednesday 04/05)

Chapters 6-9 (Due: Week 3, Wednesday 04/12)

Chapter 10 (Due: Week 4, Wednesday 04/19)

Chapter 11 (Due: Week 6, Wednesday 05/03)

**Introductory Assignments (15%)**

Week 1 – FMCG Advertisement (5%) (Due: Week 2, Wednesday 04/05)

Week 2 – Storytelling Part 1 (5%) (Due: Week 3, Monday 04/10)

Week 3 – Storytelling Part 2 (5%) (Due: Week 3, Wednesday 04/12)

**Project 1 – Ad Campaign Pitch (20%)**

Design a storyboard and pitch for a YouTube or TV advertisement

**Final Format:** PDF storyboard

**Final Presentation:** Week 5, Monday 04/24

**Project 2 – Integrated Marketing Campaign (50%)**

Design an integrated marketing campaign for an existing company or social cause, including the following media channels:

- TV/YouTube commercial
- Print
- Interactive brand experience
- Social media (Twitter, Instagram and FaceBook)

**Final Format:** PDF book – Integrated Marketing Campaign

**Final Presentation:** Week 9, Monday 05/22

**Project 3 – Future Poster (10%)**

Option 1: Design a poster of what you think the future of advertising looks like.

Option 2: Imagine it's the year 2050 and you work at an advertising agency.

Create an advertisement for a well-known brand or company.

**Final Format:** PDF poster

**Final Presentation:** Week 11, Monday 06/05

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**GRADING RUBRIC**

**Grading Distribution**

95 - 100%	A Professional
91 - 94%	A-
88 - 90%	B+
85 - 87%	B Good
81 - 84%	B-
75 - 80%	C+
71 - 74%	C Average
68 - 70%	C-
65 - 67%	D+
61 - 64%	D Poor
00 - 00%	F Fail

**Assignments are evaluated based on quality of concept, execution, active class participation and attendance. There is no extra credit.**

Grading Rubric	Needs Improvement	Satisfactory	Very Good	Excellent
<b>Creativity and clarity of concept</b>	Student demonstrates a limited understanding of the concept, application of design principles and communication strategies.	Student demonstrates a satisfactory understanding of the concept, application of design principles and communication strategies.	Student demonstrates a very good understanding of the concept, application of design principles and communication strategies.	Student demonstrates an excellent understanding of the concept, application of design principles and communication strategies.
<b>Clarity of communication – Written and verbal</b>	Student demonstrates a limited ability to communicate concepts, both written and verbal.	Student demonstrates a satisfactory ability to communicate concepts, both written and verbal.	Student demonstrates a very good ability to communicate concepts, both written and verbal.	Student demonstrates an excellent ability to communicate concepts, both written and verbal.
<b>Professional presentation of finished project</b>	Student demonstrates a limited proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a satisfactory proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates a very good proficiency in design programs and craftsmanship including, composition, typography and use of imagery.	Student demonstrates an excellent proficiency in design programs and craftsmanship including, composition, typography and use of imagery.

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**COURSE OBJECTIVES AND PROJECT EVALUATION**

Reading Questions are evaluated based on comprehension of the material and quality of written communication.

Introductory Assignments and Projects 1, 2 and 3 are evaluated based on the student's ability to meet the course objectives, as well as fulfillment of assessment criteria as outlined in the project brief, strength of concept, quality of craft, and written and verbal communication.

There are three areas for project evaluation that align to the course objectives:

1. Concept - Communication strategy and the Ad Idea
2. Design - Quality of craft
3. Presentation - Verbal communication

Each area is assigned a weighting that is used to determine the project grade.

**Concept (45%)**

**1. Communication Strategy**

**Objective** - Demonstrate an understanding of how to create and implement a communication strategy using the 'Why? What? How?' model, including:

- Market research to identify to customer needs and segments
- Naming the purpose and benefit of the product or service
- Articulating the value delivered to customers

**2. The Ad Idea**

**Objective** - Demonstrate knowledge of how to apply the principles of advertising design to:

- Create a campaign that is memorable and engaging
- Define the problem and context for the Ad campaign
- Address customer needs while meeting business objectives (E.g., engage a younger audience to eat more cereal and increase market share)
- Develop and present a pitch statement to communicate the Ad Idea to an external audience

**Design - Quality of Craft (45%)**

Design effective pieces of visual communication to represent the communication strategy, inclusive of the following characteristics:

- Technical ability (i.e., quality of the final design solution)
- Professional and polished presentation
- Attention to detail, including layout, typography and spelling
- Overall written communication and strength of concept

**Presentation - Verbal Communication (10%)**

Verbal presentation of the final concept:

- Ability to synthesize and present the concept clearly and concisely

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**ASSIGNMENTS AND GRADING**

**Final Assignments**

Please note that all assignments are required. You must complete every assignment for a final grade in the class. Every assignment must be posted to the specified D2L Dropbox folder. Student grades are based upon completion of assignments when due, quality of work, active class participation and attendance.

**Submitting Assignments**

In order for an assignment to be accepted as 'final' for grading, you must submit the following, as per the date required in the class schedule:

- 1 x PDF digital copy to the D2L Dropbox

**Uploading project files to D2L Dropbox**

- Upload PDF files to the appropriate week's assignment folder
- Name your file using your last name, project title and week submitted. E.g.: Smith\_Research Report\_Week 2.pdf

**Failure to Submit Assignments**

Failure to submit assignments by the due date 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.

**Late Submissions**

Late assignment submissions will not be accepted. If you are going to miss class when an assignment is due, you are still required to email your homework by the assigned due date to: amodie@depaul.edu.

**Class Discussion**

Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon to offer comments related to the reading assignments and examples presented in class. Students must keep up with the reading to participate in class discussion.



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**ACADEMIC CALENDAR**

**March 27**

Begin SQ Class

**March 31**

Last day to add or swap on-campus classes

**April 6**

Last day to select pass/fail option

**April 7**

Last day to drop on-campus classes with no penalty

**April 14**

Good Friday — University officially closed

**April 15 and 16**

Easter Holiday — University officially closed

**April 27**

Begin Autumn Quarter 2018 Registration

**May 12**

Last day to withdraw from SQ Classes

**May 29**

Memorial Day — University officially closed

**June 2**

End SQ day and evening classes

**June 3**

Begin SQ day and evening final exams

**June 9**

End SQ day and evening final exams

**June 17**

Grades due for SQ classes

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**COURSE OUTLINE**

**Course Description**

GD360 Advertising Design explores the function and practice of design in advertising in both social and art historical contexts. This course engages practical real life projects as well as projects that explore cultural and artistic practices.

**Prerequisite(s) - GD 200 and GD 230**

This course assumes a basic understanding of visual design principles and a foundation in Adobe CS InDesign, Illustrator and Photoshop, which will be our standard mode of operation for the course. 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 per month (which can be renewed month-to-month depending on your needs and interests) to make significant progress with various computer applications.

**Learning Goals**

- Introduce the world of advertising in a social and art historical context with pragmatic projects and contemporary approaches, including advertising terminology and principles.
- Explore formal structures and research methods in developing socially responsible and effective strategies for advertising communication.
- Practice 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.

**Learning Outcomes**

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

- Identify basic advertising terminology.
  - Explain advertising principles as they relate to the marketing of goods and services.
- Produce a multi-faceted advertising campaign across the various type of media, including social, online, unconventional and print.

**Required Textbook**

Landa Robin, *Advertising by Design: Generating and Designing Creative Ideas Across Media*, Ed. 3, Wiley, 2010. ISBN 0470362685

Available at the DePaul Loop Bookstore

**Further Reading**

Diller, Shedroff and Rhea, *Making Meaning: How Successful Businesses Deliver Meaningful Experiences*, New Riders, 2008

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**COURSE POLICIES**

**Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under 'Content' in D2L and sent via email.

**Online Course Evaluations**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

**Academic Integrity and Plagiarism**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

**Academic Policies**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrolment, withdrawal, grading and incompletes can be found at: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

**Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu). Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002 Fax: (312)362-6544 TTY: (773)325.7296.

**Attendance**

Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

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**COURSE POLICIES**

**Attitude**

A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

**Civil Discourse**

DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such issues.

**Cell Phones/On Call**

If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an undistruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class.