

**GD360 ADVERTISING DESIGN
SPRING 2018 | SYLLABUS**

Section 601
Class Number: 34589

Professor

Alex Modie
amodie@depaul.edu

Location

Room 213
Daley Building, LC

Meeting Time

Friday
10:00am – 1:15pm
03/30/18 – 06/01/18

Final Exam

10:00am – 12:15pm
Friday, 06/08/18

Office Hours

Room 200B, Daley Building, LC

Tuesday

1:45pm – 2:45pm
4:40pm – 5:10pm

Thursday

1:45pm – 2:45pm
4:40pm – 5:10pm

Friday

1:15pm – 2:45pm

WEEK 1

FRIDAY 03/30 – UNIVERSITY CLOSED

Homework:

- **Review Lecture Slides on D2L**
History of advertising design
 - **Begin Reading Assignment 1 – Due Week 4**
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WEEK 2

FRIDAY 04/06

Review syllabus and assignments

Lecture | Discussion

- Visual metaphor and symbolism
- Design principles, composition and components of advertising

Brief Project 1: FMCG Ad Campaign (30%)

Workshop | Activity

FMCG Copy Writing

Homework

Research and develop first draft FMCG Print Advertisements. Upload 3 x concepts, PDF to D2L. First round feedback provided via D2L.

Due: Friday 04/13

WEEK 3

FRIDAY 04/13

Lecture | Discussion

- Out of Home Advertising
- Research and strategy development

Workshop | Activity

Value Propositions and Brand Positioning

Homework:

Develop FMCG OOH & Print Advertisements.

Due: Friday 04/20 – Work in class

WEEK 4

FRIDAY 04/20

Due: Reading Assignment 1 (5%)

Critique | Work in class – FMCG Print & OOH Ads

Homework:

Develop FMCG Print & OOH Advertisements

Due: Friday 04/27

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WEEK 5
FRIDAY 04/27

Critique | Work in Class – FMCG Print & OOH Ads

Homework:
Finalize FMCG Print & OOH Advertisements
Final Due: Friday 05/04

WEEK 6
FRIDAY 05/04

Due: Reading Assignment 2 (5%)

Due Project 1: FMCG Ad Campaign (30%)

Lecture | Discussion

- Common story formats and brand characteristics
- Advertising as storytelling

Workshop | Activity
Storytelling

Brief Project 2: Integrated Marketing Campaign (55%)

Homework:
Complete research and draft concepts for IMC campaign. Upload research and draft concepts as PDF to D2L. First round feedback provided via D2L.
Due: Friday 05/11

WEEK 7
FRIDAY 05/11

Lecture | Discussion
Branded Experience and Digital Content Marketing

Workshop | Activity
Branded Experience Design

Homework:
Develop IMC ad concepts
Due: Friday 05/18 – Work in class

WEEK 8
FRIDAY 05/18

Due: Reading Assignment 3 (5%)

Lecture | Discussion
Social Media – Digital Content Marketing

Homework:
Develop IMC ad concepts & presentation document
Due: Friday 05/25 – Work in class

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WEEK 9
FRIDAY 05/25

Critique | Work in class – IMC Ad Concepts & Presentation Document

Homework:
Develop IMC ad concepts & presentation document
Due: Friday 06/01 – Work in class

WEEK 10
FRIDAY 06/01

Critique | Work in class – IMC Ad Concepts & Presentation Document

Homework:
Finalize IMC ad concepts & presentation document
Final Due: Friday 06/08 – Final Exam

WEEK 11
FRIDAY 06/08

10:00am – 12:15pm
Room 213

Present Integrated Marketing Campaign (5 minutes max)

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OVERVIEW

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 or Amazon

Further Reading

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

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ASSIGNMENTS WEIGHTED BREAKDOWN

Reading Assignments (15%)

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

Reading Assignment 1: Chapters 1–4 (Due: Week 4, Friday 04/20)

Reading Assignment 2: Chapters 5–8 (Due: Week 6, Friday 05/04)

Reading Assignment 3: Chapters 9–11 (Due: Week 8, Friday 05/18)

Project 1 – Fast Moving Consumer Goods (FMCG) Ad Campaign (30%)

Research and develop a campaign strategy for an FMCG product, and a create series of Print and Out of Home advertisements to pitch the campaign. Adverts must include a visual metaphor and a tagline.

Final Format: 1 x digital PDF document, including research and ad concepts. Minimum size 8.5 x 11. Upload digital PDF to D2L.

Due: Week 6, Friday 05/04

Project 2 – Integrated Marketing Campaign (55%)

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

- 1 x Print advertisement
- 2 x Out of Home advertisement
- 3 x Social media posts
- 1 x Branded experience map
- 3 x Branded experience visualizations
- 1 x TV advertisement storyboard (optional)

Final Format: Upload digital PDF, Integrated Marketing Campaign document to D2L.

Final Exam Due: Week 11, Friday, 06/08

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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
Creativity and clarity of concept	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.
Clarity of communication – Written and verbal	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.
Professional presentation of finished project	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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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 and project title.
E.g.: Smith_Research Report.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 SQ 2018

March 26

Begin Spring Quarter classes

March 30

Good Friday, University officially closed

April 6

Last day to add (or swap) classes to SQ 2018 without penalty

May 11

Last day to withdraw from SQ 2018 classes

June 1

End SQ 2018 day and evening classes

June 4

Begin Final Exams

June 15

SQ 2018 grades due

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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 Campus Connect.

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. 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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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.