

DePaul University - CDM - School of Cinema and Interactive Media/Graphic Design  
GD360 Advertising Design

Spring 2014 - TU-TH 3:10-4:40PM  
CDM 526

Professor Dolores Wilber [dwilber@cdm.depaul.edu](mailto:dwilber@cdm.depaul.edu)  
Office hours  
Tu 11:30AM-1:30 CDM 459  
Register online or email to confirm appt.

## 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 in print

## 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.

## Attendance & Punctuality

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.

## 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.

## Important Dates for this Quarter

Friday, January 10

Last day to add classes to WQ2014 schedule

Friday, January 17

Last day to drop classes with no penalty

Last day to select pass/fail option

Saturday, January 18

Grades of "W" assigned for classes dropped on or after this day

Friday, January 24

Last day to select auditor status

Friday, February 21

Last day to withdraw from WQ2014 classes

## Required Textbooks

Stocked at the DePaul Center Loop Campus Bookstore:

*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>

### 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

42 S. State St. Ave.

(312) 920-0300

<http://www.utrechchart.com>

## DePaul Design Mailing List

All students are strongly encouraged to sign-up for the DePaul Graphic Design mailing list

[Design@mailman.depaul.edu](mailto:Design@mailman.depaul.edu)

<http://mailman.depaul.edu/mailman/listinfo/design>

### General resource

<http://www.adweek.com/>

## Project Description + Grading Formula

Please note that all assignments are required. You must complete every assignment for a final grade in the class; also, every assignment must be posted to both the class blog and D2L

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

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.

### Advertising campaign (30% of your grade)

Choose an ad campaign from the winning viral campaigns, and create a print, website banner and social media/viral component (in description) that is *inspired* by that campaign. The content of the campaign must focus on one of the following markets:

- (1) soft drinks
- (2) cell phones
- (3) back packs
- (4) athletic shoes

You must report on the campaign you have chosen for inspiration from the following:

[http://viralvideochart.unrulymedia.com/chart\\_keyword/Most\\_Shared\\_Ads\\_Of\\_2013\\_-\\_So\\_Far?interval=all\\_time](http://viralvideochart.unrulymedia.com/chart_keyword/Most_Shared_Ads_Of_2013_-_So_Far?interval=all_time)  
<http://youandsaturation.com/15-best-print-ads-of-2012/>  
<http://www.adweek.com/news-gallery/advertising-branding/worlds-best-print-ads-2012-13-150758#2-gold-lions-penguin-audiobooks-1-of-3-6>  
<http://www.adweek.com/adfreak/target-defends-homepage-redesign-still-wont-say-who-did-it-154178>  
<http://online.wsj.com/news/articles/SB10001424052702304591604579288643406741548>

Good resources

<http://www.coloribus.com/adsarchive/>  
*You need a subscription for coloribus which is very expensive but you can view much of it on a trial basis for free.*  
<http://adbusters.org/home/>  
<http://adbusters.org/spoofads/index.php>  
<http://news.byu.edu/archive10-jun-adlabaddy.aspx>

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: video, web, mobile, billboard or unconventional marketing.

In preparation for the campaign and in the final presentation, answer the following questions:

- (1) Describe the challenge
- (2) Who is the target audience?
- (3) What does the audience currently think about the brand or group?
- (4) What would we like the target to think and feel?
- (5) Which facts, evidence or thoughts will assist in this change of thinking?
- (6) What is the brand essence?
- (7) What is the key emotion that will build a relationship with the core audience?
- (8) What media will best facilitate our goal?
- (9) What are the most critical elements?
- (10) What is the single most important takeaway?
- (11) What do we want the audience to do?
- (12)

### **Social Media campaign 40% of your grade)**

Create a social media app (description with visuals) *and* advertising campaign that includes at least two social media components: Facebook, Twitter, Foursquare, YouTube, website, blogs, phone or game applications, etc. Combine with conventional and unconventional marketing. Answer the following questions:

- (1) Describe the challenge
- (2) Who is the target audience?
- (3) What does the audience currently think about the brand or group?
- (4) What would we like the target to think and feel?
- (5) Which facts, evidence or thoughts will assist in this change of thinking?
- (6) What is the brand essence?
- (7) What is the key emotion that will build a relationship with the core audience?
- (8) What media will best facilitate our goal?
- (9) What are the most critical elements?
- (10) What is the single most important takeaway?
- (11) What do we want the audience to do?

In addition to presentations shown in class, here are some campaigns to inspire you from previous class projects:

<http://gd360advertisingspring2012.blogspot.com/2012/05/kathie-trela-social-media-campaign.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/dan-kozerski-craft-hoper-final-ad.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/katherine-brown-final-social-media.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/lenckus-your-weather-final-social-media.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/latka-social-media-campaign-final.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/1-whats-challenge-postyourpizza-is-app.html>  
<http://gd360advertisingspring2012.blogspot.com/2012/05/ally-geoffreys-final-smc.html>

Examples of distinguished campaigns:

[http://www.imediaconnection.com/article\\_full.aspx?id=26526](http://www.imediaconnection.com/article_full.aspx?id=26526)  
<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.

### **My life in advertising slogans (30% of your grade)**

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.

[http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=scrappy-fiction](http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm_source=rss&utm_medium=rss&utm_campaign=scrappy-fiction)

Class Blog

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

<http://advertisingwinter2014.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 reflection on the assigned readings 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. 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://advertisingspring.blogspot.com/>

<http://advertisingwinter2013.blogspot.com/>

<http://gd360advertisingspring2012.blogspot.com/>

# Syllabus

## WEEK ONE

### 1.7 Tuesday Introduction to class and student projects

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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.

Reading dominates the first weeks of class; we then proceed to project development and critique.

View best ads

<http://www.natureknows.org/2013/12/20th-century-fox-gave-him-25000-to-make.html>

Each Tuesday we will spend time in class reviewing Adweek. Please read it before class for suggestions for class.

### 1.9 Thursday

*Typographic Design* Discussion of reading assignment and web research:

Read: *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.

## WEEK TWO

### 1.14 Tuesday

Discussion of reading assignment and web research:

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.

### Ad campaign

For next class, present two different concepts for possible ads (these don't have to be your finals).

Include a written summary of each different concept, a suggested headline(s), and tag line(s), and descriptions or examples of images that would create the spoof. Also report on the campaign you are using for inspiration.

You do not have to have anything designed. The written information should be posted to the blog.

### 1.16 Thursday

First critique:

Ad campaign: Present 2 concepts

## WEEK THREE

### 1.21 Tuesday

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

### 1.23 Thursday

Ad campaign: Work in class

## WEEK FOUR

### 1.28 Tuesday

Ad campaign: Present logo concepts, including names, typographic treatments, and taglines/slogan

Second critique

### 1.30 Thursday

Work in class

## **WEEK FIVE**

### **2.4 Tuesday**

Ad campaign: Final Critique

### **2.6 Thursday**

Social Media Project

Introduction

Examples of distinguished campaigns:

[http://www.imediaconnection.com/article\\_full.aspx?id=26526](http://www.imediaconnection.com/article_full.aspx?id=26526)

## **WEEK SIX**

### **2.11 Tuesday**

Social Media Project

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

### First Critique

Written report on a project you will pursue posted on blog.

### **2.13 Thursday**

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

Work in class.

## **WEEK SEVEN**

### **2.18 Tuesday**

Social Media Campaign

Second Critique

Post to blog:

UPDATE to your first post on this project, so the answers to ALL the questions should be in this post from your first critique so we can view it at the same time.

(1) New logo including typographic treatment; if you have options post them

(2) At least one screen for the app as it would appear on a smart phone. This should include more than just the logo.

For the final you will need 4-5 screens in total in addition to the logo

(3) one of the two ADVERTISING applications of the blog. Please go beyond a Facebook page. It should be a campaign that uses a social media approach combining brands and/or is site-specific

For further inspiration, check-out these recent campaigns:

[http://socialmediatoday.com/starrknight/1447846/5-best-social-media-campaigns-2012?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=The+Social+Customer+%28all+posts%29](http://socialmediatoday.com/starrknight/1447846/5-best-social-media-campaigns-2012?utm_source=feedburner&utm_medium=feed&utm_campaign=The+Social+Customer+%28all+posts%29)

Understand that not all social media efforts are the same. There are some really big differences in approaches, and thus outcomes. The five big approaches are:

- Brand maintenance—monitor your channels and respond when appropriate, and perhaps post a bit here and there.
- Community building—whether it's internal advocates, external brand ambassadors or groups of people who share the underlying passions of the brand, in this work you endeavor to join and nurture community.
- Influencer outreach—identify and engage the people who are influential around your passion points or industry.
- Reputation management and development—the project wherein you either repair or develop thought leadership or positive reputation.

- The big splash—these are the big creative campaigns that garner a lot of short-term attention.

You might very well decide on a mix of these five approaches.

## **2.20 Thursday**

Work in class.

## **WEEK 8**

### **2.25 Tuesday**

[Social Media Campaign](#)

**Final Critique** - Remember to post to blog (Students A-L)

### **2.27 Thursday**

[Social Media Campaign](#)

**Final Critique** - Remember to post to blog (Students M-Z)

## **WEEK 9**

### **3.4 Tuesday**

[My Life in Advertising](#)

Check-out these alternative approaches:

<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.

And similarly:

[http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=scrappy-fiction](http://imprint.printmag.com/daily-heller/scrappy-fiction/?utm_source=rss&utm_medium=rss&utm_campaign=scrappy-fiction)

ArtCopyCode.com is also a template for this project

<http://www.artcopycode.com>

<http://www.artcopycode.com/#/burberry>

You must make a proposal for your approach. A single poster (11x17 or larger) or booklet of at least four pages (8x8) are suggested.

### **3.6 Thursday**

[My Life in Advertising Slogans](#)

**First critique**

Remember to post to blog

## **WEEK 10**

### **3.11 Tuesday**

[My Life in Advertising Slogans](#)

Work in class

### **3.13 Thursday**

**Second critique**

### **3.18 Tuesday 2:45-5:00pm**

**Final Critique**