

**GD360 ADVERTISING DESIGN
SPRING 2020 | SYLLABUS
ONLINE CLASS**

Section 601

Class Number: 30680

Professor:

Alex Modie
amodie@depaul.edu

Location:

Remote class sessions via Zoom

Meeting Time:

Friday, 10:00am – 1:15pm
03/04/20 – 06/12/20

Final Exam Presentation:

Week 10
10:00am Friday, 06/05/20

Final Submission Due:

Week 11
10:00am Friday, 06/12/20

Office Hours:

Friday, 1:15pm – 2:45pm

Please email to schedule an appointment.
Office hours will be conducted online via
Zoom.

ONLINE CLASS SCHEDULE

WEEK 1

FRIDAY 04/03

- Review syllabus and assignments
- Brief Project 1: FMCG Ad Campaign (30%)

Lecture | Discussion

- Overview history of advertising design
- Value proposition & brand positioning
- Copy writing
- Visual metaphor & symbolism
- OOH advertising

Homework:

- Research and develop first draft Project 1: FMCG print advertisements for critique in class Week 3
- Upload 2 x draft concepts (PDF only) to D2L by 9:30am, Friday 04/10
- Feedback provided via D2L

Note: No class Week 2, 04/10 (Good Friday)

WEEK 2

FRIDAY 04/10

No Class – Good Friday

WEEK 3

FRIDAY 04/17

Scheduled Critiques 9:00am – 1:50pm

- Present FMCG print & OOH ads

Homework:

- Develop FMCG advertisements
 - Reading Assignment 1 Due: Week 4, Friday 04/24
-

WEEK 4

FRIDAY 04/24

- Due: Reading Assignment 1 (5%)
- Open check-ins

Homework:

- Finalize Project 1: FMCG campaign
- Project 1 Due: Week 5, Friday 05/01

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WEEK 5
FRIDAY 05/01

- **Due Project 1: FMCG Ad Campaign (30%)**
- **Brief Project 2: Integrated Marketing Campaign (55%)**

Lecture | Discussion

- Integrated marketing campaigns
- Brand experience design
- Digital advertising, content marketing & social media

Homework:

- Project 2: IMC – Complete research & draft concepts for critique Week 6
 - Reading Assignment 2 Due: Week 6, Friday 05/08
-

WEEK 6
FRIDAY 05/08

- **Due: Reading Assignment 2 (5%)**

Scheduled Critiques 9:00am – 1:50pm

- Present overview of campaign concept, branded experience map, print and social media posts

Homework:

- Develop Project 2: IMC – Branded experience map and visualizations, print, OOH, and social media posts
-

WEEK 7
FRIDAY 05/15

- **Open check-ins**

Homework:

- Develop Project 2: IMC – Branded experience map and visualizations, print, OOH, and social media posts
-

WEEK 8
FRIDAY 05/22

- **Due: Reading Assignment 3 (5%)**
- **Open check-ins**

Homework:

- Develop Project 2: IMC – Final draft all items and presentation document
-

WEEK 9
FRIDAY 05/29

- **Open check-ins**

Homework:

- Finalize Project 2: IMC for presentation Week 10
- Project 2 Due: Week 10, 06/05

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**WEEK 10
FRIDAY 06/05**

FINAL EXAM
Scheduled Presentations 9:00am – 1:50pm
• Present Project 2: IMC

**WEEK 11
FRIDAY 06/12**

Submit Final Project 2: IMC by 10am, Friday 06/12
• Upload PDF to D2L
• Late submissions will lose 2 points per day

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 04/24)

Reading Assignment 2: Chapters 5–8 (Due: Week 6, Friday 05/08)

Reading Assignment 3: Chapters 9–11 (Due: Week 8, Friday 05/22)

Project 1 – Fast Moving Consumer Goods (FMCG) Ad Campaign (30%)
Due: Week 5, Friday 05/01

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

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

Project 2 – Integrated Marketing Campaign (55%)
Final Exam Presentation: Week 10, Friday 06/05

Design an Integrated Marketing Campaign for an existing product or service, including the following media channels:

- 1 x Print advertisement
- 1 x Out of Home advertisement
- 3 x Social media posts / Digital ads
- 2 x Branded experience visualizations & map

Final Format: Upload final Integrated Marketing Campaign document to D2L (PDF only).

Final Submissions Due: Week 11, Friday 06/12

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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 (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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GRADING RUBRIC

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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 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 lose 2 points per day. 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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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.