

**GD360 ADVERTISING DESIGN
WINTER 2020 | SYLLABUS**

Section 501

Class Number: 22473

Professor

Alex Modie
amodie@depaul.edu

Location

Room 213
Daley Building, LC

Meeting Time

Friday
10:00am – 1:15pm
01/10/20 – 03/20/19

Final Exam

10:00am
Friday, 03/20/19

Office Hours

Room 213, Daley Building, LC

Friday

1:15pm – 2:45pm

WEEK 1

FRIDAY 01/10

Review syllabus and assignments

Brief Project 1: FMCG Ad Campaign (30%)

Lecture | Discussion

- Overview – History of advertising design
- Strategy and tactics
- Visual metaphor and symbolism
- Design principles, composition and components of advertising

Homework

- Research and develop first draft Project 1 FMCG print advertisements for critique in class Week 2. Upload 3 x concepts (PDF only) to D2L by 9:30am, Friday 01/17
 - Reading Assignment 1 – Due: Week 4, Friday 01/31
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WEEK 2

FRIDAY 01/17

Lecture | Discussion

- FMCG copy writing
- Brand positioning

Group Critique

- First draft Project 1 FMCG print advertisements

Homework:

- Develop Project 1 FMCG print advertisements
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WEEK 3

FRIDAY 01/24

Lecture | Discussion

- Out of Home Advertising

Critique | Work in class:

- FMCG Print & OOH advertisements

Homework:

- Develop FMCG OOH and print advertisements for critique in class Week 4
 - Reading Assignment 1 Due: Week 4, Friday 01/31
-

WEEK 4

FRIDAY 01/31

Due: Reading Assignment 1 (5%)

Critique | Work in class:

- Project 1 FMCG Print & OOH advertisements

Homework:

- Finalize Project 1 FMCG Print & OOH advertisements
- Project 1 Due: Week 5, Friday 02/07

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WEEK 5

FRIDAY 02/07

Due Project 1: FMCG Ad Campaign (30%)

Brief Project 2: Integrated Marketing Campaign (55%)

Lecture | Discussion

- Common story formats and brand characteristics
- Advertising as storytelling

Workshop | Activity

- Storytelling

Homework:

- Complete research and first draft concepts for Project 2 IMC. Upload research and draft concepts as PDF to D2L by 9:30am, Week 6 Friday 02/14
 - Reading Assignment 2 Due: Week 6, Friday 02/14
-

WEEK 6

FRIDAY 02/14

Due: Reading Assignment 2 (5%)

Critique: Project 2 IMC first draft concepts

Homework:

- Develop Project 2 IMC
-

WEEK 7

FRIDAY 02/21

Lecture | Discussion

Branded Experience and Digital Content Marketing

Workshop | Activity

Branded Experience Design

Homework:

- Develop Project 2 IMC
-

WEEK 8

FRIDAY 02/28

Due: Reading Assignment 3 (5%)

Lecture | Discussion

Social Media – Digital Content Marketing

Homework:

- Develop Project 2 IMC for critique in class Week 9. Upload final draft concepts as PDF to D2L by 9:30am, Friday 03/06.

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**WEEK 9
FRIDAY 03/06**

Final Critique | Work in class: Project 2 IMC document

Homework: Finalize Project 2 IMC document for presentation Week 10

**WEEK 10
FRIDAY 03/13**

Present Final Project 2 IMC

Upload final version as PDF to D2L by 9:30am, Friday 03/13

**WEEK 11
FRIDAY 03/20 – Final Exam**

Submit Final Project 2 (Revisions Optional)

- Upload final version as PDF to D2L by 10am, Friday 03/20

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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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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 01/31)

Reading Assignment 2: Chapters 5–8 (Due: Week 6, Friday 02/14)

Reading Assignment 3: Chapters 9–11 (Due: Week 8, Friday 02/28)

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

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 digital PDF to D2L.

Due: Week 5, Friday 02/07

Project 2 – Integrated Marketing Campaign (55%)

Design an integrated marketing campaign for an existing product or service, including the following media channels:

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

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

Final Exam Due: Week 11, Friday 03/20

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 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 WQ 2020

January 6

Begin Winter Quarter classes

January 17

Last day to add (or swap) classes to WQ 2020 without penalty

February 21

Last day to withdraw from WQ 2020 classes

March 13

End WQ 2020 day and evening classes

March 14

Begin Final Exams

March 27

WQ 2019 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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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.