DES M136: ADVERTISING DESIGN

Originator

skasalovic

Co-Contributor(s)

Name(s)
Lizee, Erika (elizee)
Mora, Priscilla (pmora)

College

Moorpark College

Discipline (CB01A)

DES - Design

Course Number (CB01B)

M136

Course Title (CB02)

Advertising Design

Banner/Short Title

Advertising Design

Credit Type

Credit

Start Term

Fall 2022

Formerly

GR M33 - Advertising Design

Catalog Course Description

Provides an introduction to the fundamentals of advertising with emphasis on conceptual process and development, and basic advertising methodologies and techniques. Emphasizes the application of conceptual advertising principles and design. Examines the importance of research, copywriting and marketing knowledge in the development of advertising campaigns.

Taxonomy of Programs (TOP) Code (CB03)

1030.00 - *Graphic Art and Design

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
Will not be required

Grading method
(L) Letter Graded

Alternate grading methods
(O) Student Option- Letter/Pass
(P) Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
35
Maximum Contact/In-Class Lecture Hours
35

Activity

Laboratory
Minimum Contact/In-Class Laboratory Hours
52.5

Maximum Contact/In-Class Laboratory Hours
52.5

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
87.5
Total Maximum Contact/In-Class Hours
87.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
70
Maximum Outside-of-Class Hours
70

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Advisories on Recommended Preparation
Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Justification
Requisite Type
Recommended Preparation

Requisite
Basic knowledge of computer operating systems, saving files, and image file types.

Requisite Description
Other (specify)

Specify Other Requisite Description
This course uses computers so this basic knowledge in using computers is recommended.

Level of Scrutiny/Justification
Other (specify)

Specify Other Level of Scrutiny/Justification
This knowledge will help with students' success in the course and quicker comprehension of course material.

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

1	develop a "plan of action" (creative brief) for how to position, market, and advertise a brand or social cause.
2	design an ad that fits the image of the brand.
3	employ humor, satire, parody, irony, passion, triumph, respect, compassion, fear, and shock as methods of making emotional connections with a client's brand or cause and making ads relevant to the target audience.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1	articulate a methodology for target research and brainstorming.
2	develop a research based concept to advertise a brand or social cause.
3	develop the strategic plan for implementing the brand objectives.
4	utilize a variety of creative brainstorming techniques.
5	identify the point of difference, unique selling point, and unique product benefits for a variety of clients.
6	identify and utilize a variety of points of departure for creative idea generation, such as visual analogy,visual metaphor, life experience, eccentric points of view,rationale, exaggeration, authenticity/genuine article, motivation and inspiration, comparative juxtaposition, and others.
7	identify and distinguish the difference between advertising categories; including demonstrations, endorsements and testimonials, declarations, slice of life, popular culture,fantasy, misdirection, image or lifestyle, adventures and escapes, benefits and differentiation, and recognition.
8	apply (communicate visually) a theme/central thought/underlying idea throughout an entire campaign, as well as design an ad that fits the image of the brand.

Course Content

Lecture/Course Content

(10%) 1. Foundations of Advertising
- A brief history of advertising
- Advertising and society
- The creative revolution

(20%) 2. Advertising Design
- Editorial and advertising design
- Branding and identity
- Words and images
- Typography

(10%) 3. Advertising and Emotions
- Humor
- Satire, parody and irony
- Passion, lust and desire
- Triumph
- Respect and value
- Pathos and compassion

(10%) 4. Ad Categories
- Demonstrations
- Endorsements and testimonials
- Declarations
- Slice of life
- Meta-advertising
- Popular culture
- Fantasy
- Image or lifestyle

(10%) 5. The Big Idea
- Visual analogy
- Visual metaphor

- Life experience
- Eccentric points of view
- Comparison
- Exaggeration

(10%) 6. Thinking Critically and Creatively
- The creative team
- Brainstorming techniques
- Design, execution and media

(10%) 7. Structure, Strategy and the Creative Brief
- The message strategy
- The creative brief
- Design and production
- Ethics

(10%) 8. Advertising Media
- Print media
- Broadcast media
- Interactive and social media
- Media planning and buying

(10%) 9. Planning and Strategy
- The audience
- Strategic research
- Strategic planning

Laboratory or Activity Content

(30%) Exercises focusing on research, creation, and application of advertising campaigns

(30%) Practice creative team interaction, and brainstorming techniques

(20%) Exercises focusing on tools and techniques

(20%) Critiques of advertising ampaigns

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):
Written expression
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):
Graphic/architectural designs
Reports/papers
Skills demonstrations
Classroom Discussion
Projects
Reports/Papers/Journals

Instructional Methodology

Specify the methods of instruction that may be employed in this course
Audio-visual presentations
Case studies
Class activities
Class discussions
Demonstrations
Distance Education
Group discussions
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Lecture

Describe specific examples of the methods the instructor will use:
Lectures may include demonstration, video tutorials and pdf handouts.

Representative Course Assignments

Writing Assignments
- Write a creative brief explaining the design rationale behind the advertising campaign.
- Watch "Art & Copy" and select one of the advertising designers presented whose work was showcased in the movie (e.g., George Lois). Write a case study of one of their campaigns.

Critical Thinking Assignments
- Analyze own and classmates' work in the context of societal and cultural concerns.
- Compare and contrast student's branding project with the campaign for the same brand created by a professional ad agency.

Reading Assignments
- Read parts from M.T.Anderson (2013), "Feed". In preparation for the class discussion about the future of advertising.
- Read selected magazine articles, such as "Amazon Prime Won't Let You Go? Time to Break Free" Adbusters in preparation for class discussions about the tactics used by corporate advertisers.

Skills Demonstrations
- Create an Ogilvy style print ad to address a conservative audience.
- Create an advertising banner ad and a print ad for the same campaign.

Outside Assignments

Representative Outside Assignments
- Research and create a presentation on an advertising campaign that successfully communicates their added brand values.
- Previsualize and produce thumbnail sketches for each project.

Articulation

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
San Jose State Univ.	ADV 91	Introduction to Advertising	3

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Bakersfield College	ART B41	Advertising Design	3
El Camino College	ART 132	Advertising Design I	3
Fullerton College	art 146f	Advertising Design	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
F1998

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type
Textbook

Description
Moriarty, Sandra, et al. *Advertising & IMC: Principles and Practices*. 11th ed., Pearson, 2019.

Resource Type
Textbook

Description
Altstiel, Thomas, Marcel Jennings and Jean M. Grow. *Advertising Creative: Strategy, Copy, and Design*. 5th ed., Sage, 2020.

Resource Type
Textbook

Description
Pricken, Mario. *Creative Advertising.* 2nd ed., Thames & Hudson, 2008.

Resource Type
Textbook

Description
White, Alex. *Advertising Design and Typography*. Allworth, 2006.

Resource Type
Textbook

Description
Landa, Robin. *Advertising by Design: Generating and Designing Creative Ideas Across Media.* 4th ed., Wiley, 2021.

Library Resources

Assignments requiring library resources
Research using the Library's print and online resources.

Sufficient Library Resources exist
Yes

Example of Assignments Requiring Library Resources
Utilize library resources to research and create a presentation on historical and contemporary ad campaigns.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (1%–50% online)
Hybrid (51%–99% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion Forums will be used to disseminate course-wide information and facilitate ongoing collaborative course work. Students may also use the Discussion Forums to solicit help from the instructor and other students. Discussions may also be graded encouraging students to participate in the class.
E-mail	Email is a tool primarily used for course-wide updates and individual student contact. Students and the instructor can privately contact each other with questions, concerns.
Other DE (e.g., recorded lectures)	The instructor can provide text, presentation slides, audio/visual material, assignment examples, tutorials (which may be live or recorded), and links to supplemental publications, articles, and websites.

Examinations

Hybrid (1%–50% online) Modality
Online

Hybrid (51%–99% online) Modality
Online

Primary Minimum Qualification
GRAPHIC ARTS

Additional Minimum Qualifications

Minimum Qualifications
Multimedia

Review and Approval Dates

Department Chair
05/05/2021

Dean
05/07/2021

Technical Review
09/16/2021

Curriculum Committee
10/19/2021

DTRW-I
10/28/2021

Curriculum Committee
MM/DD/YYYY

Board
12/14/2021

CCCCO
MM/DD/YYYY

DOE/accreditation approval date
MM/DD/YYYY