

COURSE OUTLINE

Computer Advertising Design

Course Description

BA 225. Computer Advertising Design. 3 hours credit. This course will enable the student to design and produce creative advertisements for print, radio, and television using a personal computer. The student will use basic layout elements of design to compose effective verbal/visual messages designed for publication and broadcast.

Course Relevance

The principles learned in this course will allow the student to make creative, original designs using tools available on many home PCs. The principles are relevant to anyone looking for a creative outlet in designing a variety of types of documents and media. The skills learned could be applied beyond traditional advertising, such as designing brochures and presentations, even home movie making and music recording.

Required Materials

OrangeSeed Design (2004). *Bringing graphic design in-house* (11th ed.). Gloucester, MA: Rockport Publishers.

Learning Outcomes

The intention is for the student to be able to:

1. Identify, discuss, and demonstrate a variety of design themes, layouts, copy, and art.
2. Demonstrate a basic understanding of computer tools used in creating print, radio, and television advertisements.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills

1. Problem solving
 - By applying skills learned in lessons, readings, and discussions, the student will analyze specific advertising design problems and present creative solutions.

Major Summative Assessment Task(s)

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to advertising design, resulting in the creating of a portfolio to showcase the student's efforts on a specific advertising campaign.

Course Content

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
 - A. Provide critical analysis of actual advertising design strategies

- B. Understand pre-production, production, and post-production issues related to preparing advertising
- II. Themes – Key recurring concepts that run throughout this course:
 - A. Creativity
 - B. Layout
 - C. Tone
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Understand how to convey messages to the target audience
 - B. Understand the abilities of computers and software tools
- IV. Concepts – Key concepts that must be understood to address the issues:
 - A. Human communication process
 - B. Clarity in communication
 - C. Steps in using various software titles

Learning Units

- I. Introduction to advertising design
 - A. History of advertising design and examples
 - B. Career opportunities in the field of advertising design
- II. Principles of advertising design
 - A. Important terminology and concepts
 - B. Major legal and ethical issues
 - C. The creative process and strategies useful in being creative
- III. Understanding the use of computers in print advertising design
 - A. Print media options and issues
 - B. How to get original images into the computer
 - C. How to obtain third party images
 - D. Using image editors to alter images to fit the creative idea
 - E. Using drawing programs to create original designs for layouts
 - F. Printing and post-production issues
- IV. Issues specific to print advertising design
 - A. Art and copy in print advertising
 - B. The use of color in print
 - C. The importance of typography
 - D. Major factors and examples concerning layout
- V. Understanding the use of computers in radio advertising design
 - A. Issues surrounding radio and other audio media
 - B. Techniques and equipment used for recording original work
 - C. Buying and using sound effects, music beds, and third party work
 - D. The basics of using multi-track sound editors
 - E. Save, copy, and distribute work in different formats

- VI. Issues specific to radio advertising design
 - A. Copywriting for radio
 - B. The benefits of setting a tone in the piece
 - C. Use symbolism, metaphors, etc. to convey meaning

- VII. Understanding the use of computers in television advertising design
 - A. Television commercials and other visual media
 - B. Techniques and equipment used for recording original work
 - C. Obtaining pre-recorded video to enhance and save time
 - D. Buying and using sound effects, and music beds
 - E. The basics of using video editing software
 - F. Save, copy and distribute work in different formats

- VIII. Issues specific to television advertising design
 - A. The importance of pre-production and planning
 - B. Issues related to production and “the shoot”
 - C. Post-production and wrapping it up

Learning Activities

Learning activities will be designed to achieve the intended course outcomes through lecture, instructor-led class discussion, textbook reading assignments, critiquing of professional designs, exams, audio-visual aids, and case studies.

Grade Determination

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.