

# VCAD-2621: ADVERTISING STUDIO I

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## Cuyahoga Community College

**Viewing: VCAD-2621 : Advertising Studio I**

**Board of Trustees:**

2011-03-24

**Academic Term:**

Spring 2021

**Subject Code**

VCAD - VC-Advertising Design

**Course Number:**

2621

**Title:**

Advertising Studio I

**Catalog Description:**

Hands-on directed individualized project-based course specialized for advertising design majors. Advertising design and marketing project proposals to be selected, approved and arranged collaboratively between instructor and student. Design creativity, marketing and visual communication skills stressed. Emphasis on further developing advertising and marketing skills and working one-on-one with instructor providing design direction to attain conceptual and technical skills to bring final designs to successful completion.

**Credit Hour(s):**

3

**Lecture Hour(s):**

1

**Lab Hour(s):**

4

## Requisites

**Prerequisite and Corequisite**

VCGD-2232 Typography II or VC-2301 Graphic Design and Illustration.

## Outcomes

**Course Outcome(s):**

Identify advertising resources and references.

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**Course Outcome(s):**

Demonstrate the ability to use various media for different layouts and different markets.

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**Course Outcome(s):**

Create, design and present specific assignments as described in the design brief.

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**Course Outcome(s):**

Identify and describe applicable presentation trends, styles and techniques.

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**Course Outcome(s):**

Finalize, modify, edit and present all assigned projects to meet audience or client objectives.

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**Course Outcome(s):**

Research market opportunities as they relate to the advertising design.

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**Course Outcome(s):**

Create and develop an advertising resource library.

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**Course Outcome(s):**

Analyze and utilize resources in the process of creating ad concepts.

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**Course Outcome(s):**

Identify advertising design opportunities and job requirements.

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**Course Outcome(s):**

Describe and identify the role of designers, art directors and copywriters.

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**Course Outcome(s):**

Perform and execute designer's responsibilities within the course guidelines.

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**Course Outcome(s):**

Analyze and create project objectives and requirements, meeting the design briefs.

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**Course Outcome(s):**

Design and create various design solutions that meet set objectives.

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**Methods of Evaluation:**

1. Written assignments
2. Laboratory exercises
3. Case studies
4. Exams
5. Quizzes
6. Projects
7. Presentations
8. Portfolio

**Course Content Outline:**

1. Overview and research of the advertising market
  - a. Market research, resources and the creation of the advertising-marketing resource files/binder
  - b. Survey of potential advertising markets a for-profit and/or not-for-profit; freelance and ad agency
  - c. Survey of projects to be advertised
  - d. Advertising opportunities, markets, trends and practices in the advertising and marketing field
  - e. Planning, execution, analysis and presentation of research findings
2. Advertising design practices
  - a. Distinction and definition of the advertising designer, copywriting and marketing principles
  - b. Professional responsibilities and necessary skills required to work in an ad agency
  - c. Principles and concepts of developing advertisement to match briefs
  - d. Selection of ads and/or marketing projects
  - e. Approval processes, design briefs, design concepts and directions
  - f. Analysis of advertising trends affecting the conceptual marketing development
  - g. Timelines and budgets
  - h. Required skills and techniques
3. Project selection, layouts and design assignments to include:
  - a. Promotional ads, layouts and media
  - b. Advertising, editorial and institutional layouts
  - c. Print, Web and Broadcast design

4. Principles of advertising design and ads
  - a. Survey of projects to be marketed and designed
  - b. Creativity and following briefs and set styles
  - c. Concepts and planning
  - d. Observation and visual communication skills
5. Survey and applications of various outputs
6. Presentation
  - a. Presentation
  - b. Critiques and design modifications
  - c. Finalization of media
  - d. Presentation of projects

## Resources

Jewler, Jerome A. *Creative Strategy in Advertising*. 9th. Belmont, CA: Wadsworth Publishing Company, 2010.

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Mitchell, Nancy, Moriarty, Sandra, Wells, William. *Advertising Principles Practice*. 8th ed. Upper Saddle River, NJ: Pearson Prentice Hall, 2009.

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Landa, Robin. *Graphic Design Solutions*. 3rd. Clifton Park, NY: Thomson Delmar Learning, 2006.

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Pricken, Mario. *Creative Advertising*. 8th. New York, NY: Thames Hudson, Inc., 2008.

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