VCGD-1500: ADVERTISING AND DESIGN

Cuyahoga Community College

Viewing: VCGD-1500 : Advertising and Design

Board of Trustees:
December 2022

Academic Term:
Fall 2023

Subject Code
VCGD - VC-Graphic Design

Course Number:
1500

Title:
Advertising and Design

Catalog Description:
Fundamentals of advertising and design for print and other media. Examines design process and appropriate use of research. Examines and evaluates layout and delivery mode, evolution of presentation, and critical analysis of designer/client relations. Includes material usage, technical and hand skill development, and application of presentation techniques to real-world problem solving.

Credit Hour(s):
3

Lecture Hour(s):
2
Lab Hour(s):
3

Requisites

Prerequisite and Corequisite
VCPH-1450 Digital Imaging, or concurrent enrollment; and VC-1431 Vector Graphics, or concurrent enrollment.

Outcomes
Course Outcome(s):
Compare, contrast and critically analyze the structure and ideological function of advertisements with respect to various elements such as gender, class, race, age, ethnic identify and special interest groups.

Essential Learning Outcome Mapping:
Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):
a. Appraise and categorize the historical place of advertising in a diverse capitalist consumer culture as documented through a collection of assembled samples delivered in an Advertising Swipe Binder.
b. Deliver advertising concepts to select target audiences using creative headline writing and supportive graphics.

Course Outcome(s):
Design, develop, and create one advertising campaign, integrating fundamentals of advertising, the creative process, research and the Creative Brief model to accomplish the presentation objectives as outlined in the development of the creative brief.

Essential Learning Outcome Mapping:
Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

a. Apply critical reading and thinking skills to written expression, oral and visual communication and to presentations.
b. Construct, execute, examine, and apply the "Creative Brief" model in the development of advertising strategic planning using industry standard research modes.
c. Evaluate, using the Creative Brief as a criteria for success, all assigned projects from delivery to eventual inclusion in the professional portfolio.

Course Outcome(s):

Interpret and articulate the characteristics of creativity and its significance to the concept development and problem solving stages in advertising from thumbnail roughs, to hand skill/computer generated layouts, to storyboard/digital presentations.

Objective(s):

a. Examine advertising layout formats.
b. Identify visual hierarchy in an advertising campaign.
c. Explain the development of headlines and supportive copy, as it relates to illustration and image.

Course Outcome(s):

Examine client and designer dynamics, the role and responsibilities each plays from a needs assessment perspective to concept development, execution, media delivery mode and the launch of an advertising campaign.

Objective(s):

a. Critically analyze advertisements for print and other media.
b. Explain the collaborative efforts between the key players in advertising; from art direction, designer, copywriter, photographer, media placement and execution.
c. Discuss a critical appreciation of the mutual interactions and appropriations between high art, design and advertising.

Methods of Evaluation:

a. Design assignments.
b. Written assignments.
c. Presentations.
d. Timely completion of all assignments.
e. Mid-term and final written examinations.

Course Content Outline:

a. Introduction to advertising
    i. Definition of advertising
    ii. Elements that make up great advertising
    iii. Components in developing effective advertising
    iv. Types of advertising
    v. The key players in advertising
    vi. History of advertising
    vii. Current issues in advertising
b. The creative process
    i. Creativity and the characteristics of being creative
    ii. Humor in advertising
    iii. Guidelines to creating effective ads
    iv. Creativity checkpoints
    v. Identifying the target market
    vi. Developing the "Big Idea"
    vii. The development of the Creative Brief
    viii. The development of the "Big Ideas" in advertising
    ix. Design considerations for integrated advertising campaigns
c. The Creative Brief

       i. Characteristics of the Creative Brief
      ii. Creative Brief research
     iii. Writing an effective Creative Brief
  d. Layout designs
       i. The design layout format
      ii. Identifying optical balance in advertising layout
     iii. The visual path in advertising layout
     iv. Visual hierarchy
      v. Layout treatments
  e. Direct response advertising
       i. Direct response advertising-historical perspective
      ii. The players in direct response advertising
     iii. The media of direct response advertising
  f. The advertising profession
       i. Designer and client relations
      ii. Identifying client and market needs
     iii. Guidelines to making effective presentations
     iv. Portfolio preparation

Resources

Landa, Robin. *Advertising by Design*. 4th. John Wiley & Sons, Inc. Hoboken, New Jersey, 2022.

Landa, Robin. *Graphic Design Solutions*. 6th. Boston, MA: Cengage, 2019.

Resources Other

  a. Website: www.aiga.org, 2022.
  b. Website: www.adcouncil.org, 2022.

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