

**University of Arkansas - Fort Smith**  
**5210 Grand Avenue**  
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**Fort Smith, AR 72913-3649**  
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## **General Syllabus**

### **GRDS 3403 Advertising Design I**

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration, GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS 2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

#### **I. Course Information**

##### **A. Catalog Description**

Introduces projects and issues involved in advertising design. Includes work on advertising projects in various media, such as newspaper, magazine, outdoor, and electronic media. The creation of thumbnails and computer comps are covered, as well as headline, subhead and copy writing. Projects involve collaboration, problem solving, and deadlines.

##### **B. Additional Information**

Advertising Design I is designed to introduce the student to graphic design issues as they relate to the advertising field. Assignments are based on design concerns related to the production of advertising media. Studio assignments are given and are accompanied by individual assistance. This course is considered important as advanced work for the graphic design program and is a prerequisite for the graphic design senior thesis class.

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Utilize brainstorming during the creative process.
2. Prepare thumbnails, digital roughs, and comps.
3. Use various software applications for the creation of advertising digital roughs and comps.
4. Write copy for headlines, subheads, and body copy.
5. Explore and explain issues surrounding the creation of advertising for magazine, billboard, newspaper and electronic media.

**B. University Learning Outcomes**

This course enhances student abilities in the following areas:

**Analytical Skills****Critical Thinking**

Students will identify a problem or issue. They will research, evaluate, and compare information from varying sources in order to evaluate authority, accuracy, recency, and bias relevant to the problems/issues. Students will assess and justify the solutions and/or analysis.

**Communication Skills (written and oral)**

Students participate in formal critique sessions and professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offering feedback for colleagues' work. Students must present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

**Ethical Decision Making**

Students will explore ethical issues involving advertising design to be applied in ideation, research, and execution of original art and design solutions.

**III. Major Course Topics**

- A. Brainstorming and the creative process
- B. Advertising thumbnails, digital roughs, and comps
- C. Software applications used in the creation of advertising digital roughs and comps
- D. Copy writing for headlines, subheads, and body copy
- E. Magazine, billboard, newspaper and electronic media advertising