

University of Arkansas - Fort Smith
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General Syllabus

GRDS 4403 Advertising Design II

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite(s): GRDS 3323 Production Management/Prepress, GRDS 3273 Motion Design, GRDS 3403 Advertising Design I, and GRDS 3603 Packaging Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Classroom structure re-creates the real-world work environment encountered at advertising agencies; takes projects from conceptual stage, through comprehensives, to presentation to the client. Advertising for newspaper, magazine, outdoor, direct mail, television, radio, and web is covered as well as headline, subhead, and copywriting within advertising campaigns, photography direction, production, and printing issues. Projects involved are addressed. Projects involve collaboration, problem solving, and deadlines.

II. Student Learning Outcomes

A. Subject Matter

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

1. Identify terms and issues concerning the use of software in the development of advertising campaigns and terms and concepts associated with newspaper, billboard, magazine, television, and multimedia campaigns.
2. Perform copy writing for headlines, subheads, and body copy to be used in advertising campaigns.
3. Work collaboratively with other students in the creation of advertising campaigns.
4. Document time spent in the creation of advertising campaigns.
5. Utilize correct billing procedures used in advertising campaigns.
6. Use professional presentation procedures in preparing campaign boards and when “pitching” advertising campaigns.

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 will compose coherent documents appropriate to the intended audience. Students will effectively communicate orally in a public setting.

Ethical Decision Making

Students will model ethical decision-making processes and identify ethical dilemmas and affected parties.

III. Major Course Topics

- A. Software applications used in advertising campaigns
- B. Marketing theory and practice behind newspaper, billboard, magazine, television, and multimedia campaigns
- C. Television storyboards
- D. Radio advertising
- E. Copy writing for advertising campaigns
- F. The collaborative process in advertising
- G. Creating and updating timesheets
- H. Ad agency billing procedures
- I. Preparing presentation boards for campaign proposal presentations
- J. Formal presentations of advertising campaigns