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SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

Creative Advertising & Production II

ADV 246-5

revised September 1980 J. Kuchma

*Reviewed
Aug. 1981*

CREATIVE ADVERTISING & PRODUCTION II
ADV 246-5

OBJECTIVES:

As a continuation of ADV 146-6, the material is structured to aid the student to execute production techniques after understanding and acquiring skills in commercial copywriting and creative problem solving. The material is presented within the framework of the Advertising Management Viewpoint. As in ADV 146-6, emphasis will be placed on the retail scene.

STUDENT GOALS:

Part 1

The creative approach to copywriting that sells. Given lectures, classroom discussion and case handouts, the student will be able to:

- create a series of print ads and adhere to basic advertising principles and measurable objectives as stated by the instructor.
- proofread a print advertisement using prescribed symbols as supplied.
- create and write 30 and 60 second radio commercials and be evaluated on such areas as concept, use of language, selling strength, adherence to time restrictions and consideration of production cost.
- create and write 30 and 60 second television commercials using and understanding the "language" of the medium.
- layout & produce storyboards for scripted commercials.
- demonstrate in a logical manner, the steps required for creative problem solving given cases and situations.

PART II Execution and Production

Given lectures and "hands on" sessions for television production (review) and radio production, the student will be able to:

- produce required commercials created in part one using required personnel from classroom pool.

PART III Managing Production

Using such aids as CARD and independent rate structures, the student will be able to accurately estimate and schedule different modes of production to meet budget considerations.

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PART IV Basic Film & Photographic Production

Given lectures, classroom discussion and demonstrations, the student will develop a good understanding of how film and photography play an important part in production of the print and television media.

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<u>PART 1</u>	<u>THE CREATIVE APPROACH TO COPYWRITING THAT SELLS</u>	<u>READING</u>
Segment A	<u>Developing a creative attitude</u> - exploring the myths of creativity	Baker, Chapter 1 Baker, Chapter 6
SEGMENT B	<u>Copywriting Fundamentals (review)</u> - definition and elements - AIDA concept - Headlines, body - editing, proofreading	Kleppner, Chapter 15
SEGMENT C	<u>Creative Problem Solving</u> - the upside down pyramid syndrome - an overview of campaign development - classifying data - questions to be answered	Baker, Chapter 2 pgs. 11-13 Chapter 3, pgs.14 - 31 Advertising Guide Chap 1 - 4
SEGMENT D	<u>Copywriting for the Print Media II</u> - trade ads - national print consumer ads - magazines/newspapers - billboard (poster) ads - direct mail packages	Advertising Guide Chapters 5 & 6 Chapters 8 & 9
SEGMENT E	<u>Commercial Copywriting for the Broadcast Media II</u> - radio/commercial types - anatomy and style - television: terminology review commercial types styles - storyboards	Kleppner, Chapter 19 Guide, Chapter 7 Kleppner, Chapter 18
SEGMENT F	<u>The Big Idea - "The Hook"</u> - binary system example - Technique as "the hook" picture, copy or both? - Media as "the hook" TV, Print, colour repetition vs. dominance media and creativity media mix - Product as "the hook"	Baker, Chapter 7 Baker, Chapter 8 Baker, Chapter 9 Baker, Chapter 10

PART II EXECUTION AND PRODUCTION

In conjunction with segments (d and e) students will be required to produce Print, Radio and Television Advertising using College Facilities and any outside facilities as are made available.

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PART III Managing Production II

- Cost factors in production budgets
- Production as % of total campaign (review)
- Production estimating and scheduling
- Print
- Broadcast
- Film

Baker, Chapter 3
pgs. 32 - 46

PART IV AN OVERVIEW OF BASIC FILM AND PHOTOGRAPHIC PRODUCTION

- Basics of Film Production
- Commercial Photographic Production
- The Marriage of film & videotape in commercial production

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REFERENCE & RESOURCE MATERIAL:

- TEXTS:
- Advertising Procedure - Otto Kleppner
 - Systematic Approach to Advertising Creativity - Stephen Baker
 - An Advertising Guide & Planning Manual For the Canadian Small Business - Women's Advertising Club of Toronto
 - C.A.R.D. Book
 - Dictionary

OTHER: College Facilities: print shop, TV area, radio area, The Sault Star, Shoppers News
Local printing firms
CJIC TV, CKCY TV
CFYN, CHAS-FM, CKCY, CJQM-FM
Sinclair Advertising

NOTE:

One written book report each semester relating to advertising. All books in the College Library Advertising Section are recommended.

(book report - 800 word minimum)

METHOD:

Actual production preparation and creation will form a good part of the learning process. In some areas, demonstrations by guest practitioners will supplement these areas.

A/V presentations in production techniques

Lecture and discussion periods

Individual projects and assignments

STUDENT EVALUATION:

- Assignments (ongoing)	40%
- Book Report (due Wednesday, November 26)	5%
- Test # 1 (production fundamentals review, Print, Broadcast (<u>Friday September 26</u>))	15%
- Test # 2 (based on Part 1) <u>Friday November 14</u>	15%
- Test # 3 (based on Parts 3 & 4) <u>Fri. December 12</u>	10%
- Performance in production labs (organization, effectiveness of execution, promoting concept of team work where appropriate, neatness, accuracy)	15%
	<hr/> 100%

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STUDENT EVALUATION (cont'd)

Evaluation will be based on the student's ability to meet the course objectives as set out in this outline. The weight and emphasis is described above.

Deadlines: Work in advertising is extremely dependent on deadlines. Deadlines set by the instructor MUST be met. No assignments or projects will be accepted beyond the deadline. If a deadline is not met, the student will be given a new assignment and a new deadline will be set in which all objectives must be met. A re-assignment will however be down graded. If a student considers there is sound reason for not being able to meet a deadline, he or she must discuss the situation with the instructor BEFORE the due date, and hand in whatever work has already been done.

Attendance: Attendance at all scheduled classes, and workshops and on field trips is expected. Compliance will be a factor in the final evaluation of the student in the course.

Tests: Unsatisfactory performance on a test will mean the student MUST complete a resulting assignment satisfactorily and on time. If a student is granted the privilege of a make-up test,* all previous assignments must have been completed satisfactorily and handed in.

* - during the make up period.