

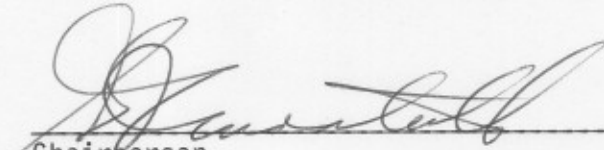
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ADVERTISING PRODUCTION II
Code No.: ADV 246-4
Program: ADVERTISING MANAGEMENT - BUSINESS ADMINISTRATION
Semester: THREE
Date: JUNE 1983
Author: J. KUCHMA

New: _____ Revision: X

APPROVED:


Chairperson

83.08.22
Date

ADVERTISING PRODUCTION
Course Name

ADV 246-4
Course Number

PHILOSOPHY/GOALS

*Prerequisite: ADV 146-4

This course is a continuation of Advertising Production. The students and I will be involved in the writing and actual production of commercials.

Practical creative sessions will precede writing exercises.

METHOD OF ASSESSMENT (GRADING METHOD):

<u>Test #1</u>	Review of production fundamentals in print and broadcast.	20%
<u>Test #2</u>	TV production, copy writing, creative principles	20%
<u>Test #3</u>	TV production, copy writing, creative principles	20%

<u>Performance in production labs</u>	(Organization, effectiveness of execution, promoting concept of teamwork where appropriate, neatness, accuracy and attendance)	10%
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<u>Book Report</u>	A minimum of 800 words (typed in proper format) with footnotes and bibliography	5%
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<u>Creative Writing Assignments</u>		25%
		<u>100%</u>

<u>Deadlines</u>	Work in advertising is extremely dependent on deadlines. Deadlines set by the instructor <u>must be met</u> . No project is accepted after the deadline.
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METHOD OF ASSESSMENT (GRADING METHOD)...continued

TESTS: Sixty percent of the semester's work is made up of tests. For the majority of students, these tests will be adequate to assign a term mark along with the remaining 40% as described above.

Some students may wish to improve their grade in the test area by writing a comprehensive test at the end of the semester. Those students who have been absent from tests will be required to write the comprehensive test.

NOTE: All assignments, campaigns, reports, etc. MUST BE TYPED unless otherwise specified. No work which is handed in will be accepted unless it is typed in the accepted format.

1. The comprehensive test will include the entire work of the semester.
2. Students who are absent from a test for any reason will receive a mark of zero for that test.
3. There will be no rewrites of individual tests.
4. Tests will normally be held in regular classes.
5. Students who have a passing grade and elect to try to improve their mark by writing the comprehensive test, will receive the higher mark of the two evaluation methods.

A	85 - 100%
B	70 - 84%
C	55 - 69%

TEXTBOOK(S):

Advertising in Canada - Zarry/Wilson

Systematic Approach to Advertising Creativity - Stephen Baker

Other: An Advertising Guide & Planning Manual for the Canadian Small Business - Women's Aid Club of Toronto

C.A.R.D. book

Dictionary

TEXTBOOKS--continued

Effective TV Production - G. Millerson, Focal Press - London

The Language of Layout - B. Donahue, Prentice-Hall

College

Facilities: Print Shop, T.V. area

Sault Star, Shopper News, Local Printing firms, CJIC-TV, CFYN, CKCY-TV, CHAS-FM, CKCY, CJQM-FM, Sinclair Advertising

STUDENT GOALS

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.

Execution and Production

Given lectures and "hands on" sessions for television production (review). Students will be able to:

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

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.

METHOD:

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

- Lectures and discussion periods
- A/V presentations in production techniques
- Projects and Assignments

COURSE TOPICS

THE CREATIVE APPROACH TO COPYWRITING THAT SELLS

Reading

- | | |
|---|---|
| 1. Creative Problem Solving
<u>Developing a Creative Attitude</u>
- a creative problem exercise (group)
- exploring the myths of creativity | Baker, Ch. 1
Baker, Ch. 6
Zarry, Ch. 5 |
| 2. General Copywriting
<u>A Review of Copywriting Fundamentals</u>
- definition and elements
- AIDA concept
- Headlines (types), Body
- editing, proofreading (symbols)
- exercises in writing general print advertisements | Zarry, Ch. 5
Ad guide &
planning
manual for
Can. small
business, Ch.
5 & 6 (or hand-
outs) |
| 1. Creative Problem Solving
<u>Creative Problem Solving</u>
- the upside down pyramid syndrome
- an overview of campaign development
- classifying data | Baker, Ch. 2, pp.
11-13
Baker, Ch. 3, pp.
14-19 |
| 3. Print Copywriting
<u>Copywriting for the Print Media II</u>
- writing a national ad, retail ad for newspaper, magazine
- DIRECT MAIL writing | |
| <u>Elements of the Complete Advertisement</u>
Basic layout - assembling the
advertisement. | Ref. The
Language of
Layout, Bud
Donohue.
Prentice-Hall |

4. Broadcast Copywriting
Copywriting for the Broadcast Media II
 - radio commercial types, anatomy & styles
 - television: terminology review, commercial types, styles, storyboardZorry, Ch. 5
Ad Guide
Ch. 7

1. Creative Problem Solving
The Big Idea - "The Hook"
 - binary system example
 - Technique as "the hook", picture, copy of both?
 - Media as "the hook", TV, Print, colour, repetition vs. dominance, media and creativity, media mix.
 - Product as "the hook".Baker, Ch. 7
Baker, Ch. 8
Baker, Ch. 9
Baker, Ch. 10

5. Print and Electronic Production
Execution and Production

6. Production Management
Managing Production
 - cost factors in production budgets
 - Canadian facilities and personnel
 - Production estimating and scheduling, the retail calendarBaker, Ch. 3
pp. 32-46

7. Film & Photo
An Overview of Basic Film and Photographic Production
 - Basics of film production
 - Commercial Photographic Production
 - The marriage of film & videotape in commercial production

The study of topic areas #7 will depend on the amount of time remaining in the course.