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Sault College
of Applied Arts and Technology
sault ste. marie.

Course Outline

CREATIVE CONCEPTS, LAYOUTS & COPY

ADV 250-2

(Applied Creative Workshop)

ADVERTISING MANAGEMENT

revised January, 1982

J. Kuchma

Creative Concepts, Layout and
Copy (Applied Creative Workshop)

ADV 250 - 2

COURSE OBJECTIVES:

To enable students to demonstrate a working knowledge of copy writing, layout and creative concepts covered in previous courses by applying these principles and approaches toward the solution of specific, practical marketing and communications problems.

GOALS:

On course completion, the student should be able to handle creative assignments as an individual or as a member of a team by establishing direction and strategy, developing an appropriate creative platform, supporting rationale and recommendations and by implementing appropriate production and presentation.

REFERENCE AND RESOURCE MATERIAL:

Selected company (preferably retail in nature but not an absolute requirement)
Appropriate reference to previously assigned texts required for previous courses and the local media etc.

METHOD:

Participation in a major individual project will comprise the primary responsibility for each student in this course. All procedures followed and work produced will be judged to appropriate (graduate) standards.

Class time: 22 hours

**IMPORTANT
please
note

Students will be required to consult with instructor for each scheduled class session and keep a log of work attempted and completed from week to week.

STUDENT EVALUATION :

Major project and related assignments 75 %
Final test 25 %

DUE TO THE NATURE OF THIS COURSE, THERE IS NO PROVISION FOR A MAKE-UP PERIOD OR A RE-WRITE

Applied Creative Workshop

ADV-250-2

PROJECT DESCRIPTION :

The student in consultation with the instructor will select a company (preferably retail in nature) and assume an Advertising Agency role (boutique agency). The student will make DIRECT CONTACT with the company and research the marketing objectives and goals of same.

Note: Students involved in Market Research II, Course BUS. 220-2 may wish to use their findings as a launching pad to the project described herein.

The student will be able to prepare an advertising brief (with the inclusion of a brief marketing section) for the chosen company stating an advertising campaign for an appropriate and related period describing products and/or services or where applicable, institutional messages, media schedules, cost etc. An advertising appropriation (even if fictitious) should be discussed with the company.

Samples of all suggested forms of media advertising will be reproduced in copy, storyboards or in any other manner the student deems necessary.

All materials and briefs or copies thereof will be available to the participating company in the project at their request. After the evaluation, the student will be responsible for making the material available to the participant.

Final project submission date:

NOON - TUESDAY, APRIL 13th, 1982

Test date:

Tuesday, April 20th in class periods

(the test will reflect principles and theories carried out in the major project i.e.: copy and layout principles, advertising documentation and campaign theories and principles.)