

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

COURSE OUTLINE

Course Outline: ADVERTISING PRODUCTION

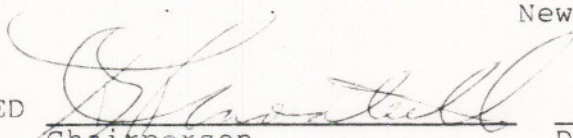
Code No.: ADV - 146

Program: ADVERTISING MANAGEMENT

Semester: THREE

Date: AUGUST, 1988

Author: J. KUCHMA

APPROVED  New _____ Revision x
Chairperson 88-08-30 Date

ADVERTISING PRODUCTION

ADV-146

Philosophy/Goals:

This is an introductory course dealing with the techniques used to produce various print and electronic materials. These include print advertisements, electronic commercials, and A-V materials. As an integral part of this course, students will be exposed to "hands-on" exercises in order to complete assigned projects. Theory will be interspersed with actual production techniques.

Upon completion of this course, the third semester advertising student should be able to:

Be sufficiently conversant with basic production terminology.

Produce either/or a) a print advertising piece completed to within a step of camera-ready and arrange for subsequent camera-ready material by working through the School's A-V department or externally depending on budget.

b) produce a basic electronic commercial using school resources.

Method of Assessment (Grading method)

A. Client-based project 30 %

Depending on the numbers of students in the course, client projects will be assigned on a team basis (similar to advertising agency work). Team members will all be equally responsible for their assigned project. Included in the assessemnt are marks for on-going project activity, good attendance, work habits, attitude and completion of required paper work. The student will be exposed to the "teamwork" nature of production projects and his/her performance will form part of the assessment. Assessment weighting forms will be distributed before the project begins.

B. Three written tests at 20% each.....60 %

C. Hardware Orientation.....10 %

Students will be exposed to handling basic audio/video equipment and the 16mm film projector. Operation techniques will be evaluated based on the student's ability to utilize the equipment properly within a reasonable amount of time.

ADVERTISING PRODUCTION

ADV - 146

Grade Designations:

A +	=	90 - 100 %
A	=	80 - 89 %
B	=	70 - 79 %
C	=	55 - 69 %
R	=	below 55 % (repeat course)

Testing:

Students are required to write all tests. Those individuals with "in-town" employment must schedule their work so it does not interfere with the testing periods. No tests will be given to make up for missed ones, the exceptions being: (1) medical reasons.....(a doctor's certificate is required); (2) family bereavement; (3) jury duty. Students who book travel before the final test will not be accommodated any earlier. All tests will be announced at least a week before they take place. If a student must miss a test for the above exceptions, a phone call should be arranged to notify the instructor of the problem before the test is to take place. (extension 592 or a message may be left at the switchboard.) It is the student's responsibility for keeping his/her work up-to-date during the semester. End of semester supplementals are at the discretion of the instructor.

Deadlines:

Work in advertising is extremely dependent on dead-lines. DEADLINES MUST BE MET. No assignment or project will be accepted beyond the deadline.

Method of Presentation:

Lecture and discussion periods will form part of the learning process. Some class time will be available for project work.

Resource Material:

Text: "Advertising" First Canadian Edition
Wright, Winter, Zeigler, O'Dea -
McGraw-Hill

Other advertising texts may be used as reference

Other resources and materials: Dictionary, school library, Marketing and Advertising Age magazines, local media etc.

ADVERTISING PRODUCTION

ADV - 146

Subject Matter:

Subject to change, the following is the proposed area of study. These are not necessarily the only subjects to be taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

* Categories of production

* An introduction to the producer and his/her role in the production process

* The supplier's role in the production process

* Fundamentals of Print Production

* Fundamentals of Electronic Production

* **Basic A/V techniques and hardware orientation**