

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

COURSE OUTLINE

COURSE TITLE: ADVERTISING PRODUCTION

CODE NO.: ADV146 SEMESTER: THREE

PROGRAM: ADVERTISING MANAGEMENT

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PREVIOUS OUTLINE DATED: JUNE, 1990

New: _____ Revision: X

APPROVED: _____ DATE _____
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

ADVERTISING PRODUCTION

ADV146

COURSE NAME

COURSE CODE

Total Credits: 5

PHILOSOPHY/GOALS:

This is an introductory course dealing with the techniques used to produce various print and electronic material. These include the understanding and competency of various pieces of video and audio hardware. Projects for the most part will be "hands-on" exercises. Theory will be interspersed with the "hands-on" to ease the transition of using complex equipment.

LEARNING OBJECTIVES:

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

- be sufficiently conversant with basic production terminology,
- produce and ensure that a radio commercial is working with hardware provided,
- produce a TV commercial using the hardware provided.

METHOD OF ASSESSMENT:

Each student will be assigned projects on Radio and Television situations. Included in the assessment are marks for attitude, work habits, neatness, attendance, co-operation in a 'team' situation, and handling of equipment.

Television Project	25%
Radio Project	20%
2 Take Home Projects	20% (10% each)
Hardware Orientation	5%
2 Tests	20%
Attendance	10%

Tests will be written, however, oral tests could be given on hardware operation.

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Students are required to write all tests. Those individuals who work must schedule their work so it does not interfere with testing periods. No tests will be given to make up for missed ones, the exceptions being: (1) medical reasons... (a doctor's certificate may be required); (2) family bereavement; (3) jury duty. If a student must miss a test for the above exceptions, a phone call MUST be arranged to notify the instructor BEFORE the test was to be taken (extension 592 or message left at the switchboard). In all other cases, the student will receive a mark of zero for that test and will have to repeat the course. THERE WILL BE NO REWRITES OF ANY INDIVIDUAL TEST.

All projects and assignments MUST BE handed in on time. No work will be accepted if the deadline is missed. Failure to meet the deadline for either of the two major projects (print and television) will mean a mark of zero for the project and the student will have to repeat the course.

Final Grade:

The numerical grades will be converted to letter grades on the following basis:

A+	(90-100%)	G.P.A. equivalent = 4.0	(consistently outstanding)
A	(80- 89%)	G.P.A. equivalent = 3.75	(outstanding achievement)
B	(70- 79%)	G.P.A. equivalent = 3.00	(consistently above average)
C	(55- 69%)	G.P.A. equivalent = 2.00	(satisfactory or acceptable achievement)
R	(0-54%)	G.P.A. equivalent = 0.0	Repeat - objectives of course not achieved and course must be repeated.

Each student must meet the following requirements in order to complete the course successfully.

1. Must complete, in a fashion acceptable to the teacher, all assignments and write all tests.
2. Must have an overall mark of 55% (for entire semester).

Resource Material:

Text - Creative Advertising, by Sandra Moriarty, Prentice-Hall

All other advertising texts used in program to date as reference.

Periodicals and trade magazines, school library, local media, Media Services Department at College, dictionary, etc.

Class notes and handouts.

One blank VHS videocassette (T-60)

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.

- Production terminology
- Categories of production
- Production budgets in relation to advertising budgets
- Fundamentals of Electronic (TV) Production
 - historic overview - scanning process - camera movement, shots and angles - screen ratio
 - basic lighting and audio - studio
 - one camera operation and editing - the camera chain
 - production hardware - tape formats - management principles
- Basic A/V techniques and hardware orientation