

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE



COURSE TITLE: CREATIVE COPYWRITING

CODE NO.: ADV 335-3 SEMESTER: FALL

PROGRAM: ADVERTISING ART AND GRAPHIC DESIGN

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APPROVED: Nadean Koch 1995 05 29
NADEAN KOCH, DEAN, SCHOOL OF DATE
ARTS AND GENERAL EDUCATION

TOTAL CREDIT HOURS: 45

PREREQUISITE(S): NONE

I. PHILOSOPHY/GOALS:

The aim of this course is to introduce the student to a study of Creative Copywriting and to develop the ability to locate and compose the written word in a meaningful manner within the basic structure of this program. We will explore how words and images come together and work together as a whole within the framework of creative copywriting. The important relationship between artist and writer will be emphasized. We will also examine the basic framework of ad copy in several areas of the media, and identify several "vehicles" and "methods" to enhance our mastery of creative copywriting to a measurable degree. This will foster a new respect and appreciation for the role of the copywriter from the viewpoint of the graphic artist.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course the student will:

- 1) Properly evaluate the written components of an effective newspaper, magazine, or television advertisement as well as a number of other types of advertising materials: collateral, and direct mail.
- 2) Work as a "team" with a copywriter in creating a balanced and informative ad.
- 3) Use ad copy as an important, intrinsic part of their creative design, treating words as graphics instead of "boxes of type."
- 4) Comfortably tackle the creative process of writing ad copy for newspapers, magazines, television and radio.
- 5) Prepare for a presentation of conceptual materials to a business client.

III. TOPICS TO BE COVERED:

- 1) The creative writing process and techniques, relating to ad copy.
- 2) Methods of researching various products, markets, and consumers' needs and wants.
- 3) Key strategy objectives, and "segmentation" of the market in order to determine themes, form of expression, and tone of ad copy.
- 4) Proper use of Headlines and Body Copy.

- 5) The value of proper English usage, as it relates to the various media, including television, radio, newspaper, and magazine ad copy.
- 6) The correct use of "facts" in the creation of good copy, testimonials, and comparison ads.
- 7) Various strategy considerations to be utilized in the creation of ad copy.
- 8) Several "Tours" of local business establishments including Radio Stations, Television, Sault Star, and Satellite Sound Recording Studios.

IV. **LEARNING ACTIVITIES**

REQUIRED RESOURCES

1. Discussion of writing strategies and techniques as well as introduction to text: Advertising: Concept and Copy
Upon successful completion of this unit, the student will be able to:
 - 1.1 describe the process and techniques of proper advertising ad copy strategies, and explain research procedures regarding information needed for good copy.
 - 1.2 associate Maslow's hierarchy of needs with writing copy to people at all levels with different wants and needs.
2. Market segmentation, objectives and strategies
Upon successful completion of this unit, the student will be able to:
 - 2.1 describe the principle of market segmentation as well as set objectives, and differentiate between product-oriented vs. consumer-oriented strategies.
3. Execution of Headlines, Body Copy, and Graphic Design
Upon successful completion of this unit, the student will be able to:
 - 3.1 demonstrate how visual images, colour, balance, and symbolism, all play a vital role in matching the ad copy. Thus, the student learns to think verbally and visually when writing copy.

Text: Advertising: Concept and Copy
Activities: Read Chapters 1,2, and 3 pp. 1-30

Text: as above
Activities: Read Chapters 4,5 and 6 pp. 31-78

Text: as above
Activities: Read Chapters 7, 8, 9, and 10

3.2 identify the proper criteria for creating Headlines and Body Copy.

4. Working with Words in Television, Radio, Newspapers, Magazines, and other areas of copy
Upon successful completion of this unit, the student will be able to:

Text: as above
Activities: Read
Chapters 11, 12, and 13

4.1 relate how words can be indicators of gender, age, tone and style.

4.2 distinguish between ad copy for the various media and show how it might differ from one to the other.

5. How to be Creative, Working with Facts, Testimonials, Comparison and Sequential Ads
Upon successful completion of this unit, the student will be able to:

Text: as above
Activities: Read
Chapters 14, 15, 16 and 17

5.1 identify various approaches to creative thinking when writing ads.

5.2 compare several techniques in expressing facts related to copy as well as become cognizant of the means for testing them.

5.3 identify when testimonials can and cannot be used.

5.4 explain how comparative and sequential ads are developed and used.

6. The "Incipient Centre" of an Ad. Thinking in Reverse and the Use of Metaphors in Ad Copy
Upon successful completion of this unit, the student will be able to:

Text: as above
Activities: Read
Chapters 18 - 19

6.1 define what is referred to as the "incipient centre" of an ad.

6.2 demonstrate how ads can be made extremely "visible" through "reverse" procedures.

6.3 integrate into his/her copy, the use of metaphors to enhance the copy.

7. Strategy Considerations, including Psychographics, Demographics, and Behaviorism.
Also, Fused and Verbal Metaphors.
Upon successful completion of this unit, the student will be able to:

Text: as above
Activities: Read
Chapters 20, 21

- 7.1 examine further strategies which enhance ad copy.
- 7.2 explore the possibilities that psychographics, demographics, and behaviourism play in elevating the quality of ads.
- 7.3 apply both fused and verbal metaphors to further increase the power of effective advertising.

V. **EVALUATION METHODS:**

(Includes Assignments, Attendance Requirements, etc.)

tests (2)	-	30%
projects (6)	-	60%
attendance and participation	-	<u>10%</u>
total	-	100%

The grading system used will be as follows:

A+ = 90 - 100%

A = 80 - 89%

B = 70 - 79%

C = 60 - 69%

R = Unsatisfactory - below 60% (course must be repeated)

VI. **REQUIRED STUDENT RESOURCES:**

Will be indicated, as necessary

VII. **ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION:**

(title, publisher, edition, date, library call number if applicable)

Periodical Section

Magazines

Articles

Audiovisual Section

Films

Filmstrips

Transparencies

VIII. SPECIAL NOTES:

Students will be required to participate in all classroom activities, as well as complete assignments "on time" as requested.

Students will lose one mark for each day of class missed without a valid reason (e.g. Doctor's note).