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SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

ADVERTISING PRODUCTION I

ADV 146-4

revised January 1980

prepared by: J. Kuchma

*Revised
Jan. 1981*

ADVERTISING PRODUCTION I
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OBJECTIVES:

As an introductory course to Advertising Production the material is structured to aid the student in understanding the fundamentals of production techniques. It is presented within the framework of the Advertising Management viewpoint. The topics included will give the student a basic knowledge in print, electronic and other media production principles as well as knowledge of appropriate production language. Emphasis will be placed on retail production.

GOALS:

Students will be expected to acquire a sound introductory knowledge of advertising production techniques and develop interest and initiative in applying these principles to the actual production of advertising materials. This course will form the basis to Advertising Production II where the student will carry out production methods in a practical aspect.

REFERENCE & RESOURCE MATERIAL:

ADV 2A - Advertising - Maurice I. Mandell, Prentice-Hall
FSM 4A - Advertising Principles, Problems and Cases - Dirksen, Kroeger & Nicosia

The Sault Star, Shoppers News
Local printing firms - college print shop
CJIC-TV, CKCY-TV
CFYN, CKCY-AM, CJQM-FM, CHAS-FM
Sinclair Advertising (outdoor)

METHOD:

Lecture and discussion periods will form a part of the learning process. In some cases, lessons may be supplemented by guest lecturers from the business community.

Tours to print, electronic and outdoor advertising production sources.

A/V Presentations in production techniques.

Projects by groups of individuals will reinforce the problem solving production knowledge the student has acquired.

STUDENT EVALUATION:

<u>Class work</u> - Participation in all aspects of class work and any possible field work. (Attendance is considered as an integral part of participation)	30%
<u>Tests (3)</u>	50%
<u>Projects</u>	20%
	100%

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STUDENT EVALUATION: cont'd.

Students not achieving satisfactory performance will only be permitted one rewrite following successful completion of an additional assignment. Students missing any tests must provide the instructor with a satisfactory explanation which may have to be documented. i.e. note from doctor, etc.

Late assignments will be downgraded.

Participation will be graded on the basis of demonstrated preparedness for classes and attendance.

Failure to meet the above conditions will require attendance at the make-up period if this privilege is earned.

SUBJECT MATTER

PRODUCTION AND THE PRODUCER

The retailer as the producer
The media as the producer
Industry as the producer
The Advertising Agency and production
The advertising budget and creativity
Production limitations and creativity

THE SUPPLIER IN PRODUCTION

Why does this service exist?
A supplier to who?
Types and classifications
The monetary consideration

PRODUCTION CATEGORIES

Print production
Electronic production
Film and A/V production
Exhibit and other production

FUNDAMENTALS OF PRINT PRODUCTION

Types and classifications
The mechanics of newspaper production
Magazine and allied production techniques
Promotional materials
The retailer and print production

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SUBJECT MATTER cont'd.

TECHNIQUES OF TELEVISION PRODUCTION

Programming and production
Commercial production fundamentals
Hardware and software
The retailer and television production

RADIO PRODUCTION

Basic considerations
The commercial and the retailer

OUTDOOR ADVERTISING PRODUCTION

Background/Techniques

CREATING THE ADVERTISEMENT

What is creativity?
The creative process and creative team
Brainstorming

ADVERTISING COPY

Print (newspaper, magazine)
Television
Radio
Outdoor

ADVERTISING LAYOUT & ART - AN INTRODUCTION

Principles and mechanics

CREATING SAMPLE ADVERTISEMENTS

Newspaper
Television
Radio
Outdoor