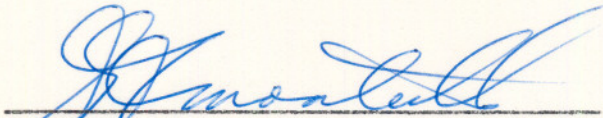


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ADVERTISING PRODUCTION  
Code No.: ADV 146-5  
Program: ADVERTISING MANAGEMENT - BUSINESS MANAGEMENT  
Semester: TWO  
Date: JANUARY , 1984  
Author: J. KUCHMA

New: \_\_\_\_\_ Revision: X

APPROVED:  84-01-05  
Chairperson Date



CALENDAR DESCRIPTION

ADVERTISING PRODUCTION

ADV 146-5

Course Name

Course Number

PHILOSOPHY/GOALS:

An introductory course dealing with the techniques used to produce print and broadcast advertising. Print techniques will include layout, assembly and the various printing processes. Broadcast techniques will include the development of the story board through to final production of the commercial. The student will learn to work with appropriate production language.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (3) .....	25% each =	75%
*Book Report (minimum 800 words -any subject in field of advertising) typed format.....	5%	= 5%
Class preparedness .....	10%	= 10%
Assignments .....	10%	= 10%
		<hr/> 100%

\* DUE FEBRUARY 24th

GRADES: A = 85-100%  
B = 70-84 %  
C = 55-69 %



Method of assessment (Grading method):

Tests: Students missing any tests will receive a zero for that particular test. The exceptions being; medical reasons, jury duty, family bereavement etc. where consideration will be taken into account in regard to a re-write.  
Late assignments will be downgraded.

Class Preparedness: This evaluation will be determined by such criteria as:

- (a) Student's answers to homework questions and assignments
- (b) Regular attendance to be able to participate in assignments and answer questions in class.

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Note: A SUPPLEMENTARY TEST (covering the entire semester's work) may be allowed only at the end of the semester. TO QUALIFY, A STUDENT MUST HAVE A 40% AVERAGE. A pass in this test will result in a C grade.

TEXT: ADVERTISING  
Wright/Winter/Zeigler  
Fifth Edition  
McGraw-Hill

Other Reference and Resource Material etc.

Dictionary, School Library, Local media ,  
School print shop ,  
Marketing and Advertising Age magazines,  
Instructor handouts etc.

METHOD OF PRESENTATION:

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 if available. A/V presentations in production techniques.

SUBJECT MATTER:

Production categories :  
An Introduction

The Producer and his/her  
Role in Production

The Supplier's Role in  
the Production Process

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\*  
Fundamentals of Print Production  
and  
Techniques of Television Production

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Subject Matter:

\* Both Print fundamentals and Television Production  
Techniques will be studied simultaneously.

To understand TV Production, a double period in room  
G-126 will be utilized. There will be some hands-on  
experience later in the course. To accomplish this,  
the class will at times be divided up into groups.  
Those not participating will be given an assignment  
for those periods.

Print and TV Production --- refer to Chapter 14 in text

Advertising Visualization and Design ..... Chapter 13

Outdoor Advertising Production ..... Handouts

Radio Advertising Production ..... Handouts

Production Management Principles ..... Handouts

Approximate Test Dates:

TEST # 1 ..... week of February 13th

TEST # 2 ..... week of March 26th

TEST # 3 ..... week of April 30th