

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

COURSE OUTLINE

COURSE TITLE: CREATIVE COPYWRITING I AND II

COURSE CODE NO.: ADV 335-02 / ADV 345-02

PROGRAM: ADVERTISING ART & GRAPHIC DESIGN

SEMESTER: 5 & 6

DATE: SEPTEMBER, 1991

AUTHOR: LARRY JACKLIN

NEW _____ **REVISION:** XXXXX

APPROVED : _____
DEAN, SCHOOL OF THE ARTS & GENERAL EDUCATION

DATE: _____

GOALS & OBJECTIVES

This course will develop the student's understanding and appreciation of the written word in advertising. It will explore how words and images work together in print and electronic advertising; the important relationship between artist and copywriter; the basic structure of ad copy and some handy "rules of thumb" and "tricks of the trade" when writing and/or designing.

STUDENT PERFORMANCE OBJECTIVES

Upon successful completion of this course the student will be able to:

- 1. Properly evaluate the written and design components of an effective newspaper, magazine or television advertisement as well as a number of other types of advertising materials: collateral, direct mail etc. etc.*
- 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 newspaper, magazine, television and radio.*
- 5. Prepare for a presentation of conceptual materials to clients and accounts executives.*

SYLLABUS

Each block of study will follow a realistic process of preparation, research, creative activity and presentation. The disciplines to be covered include:

- . Newspaper*
- . Magazine*
- . Television*
- . Radio*
- . Advertising Agency - full blown campaigns including Collateral Materials*

The process to be followed will include:

- . The Business: a general discussion about the pluses and drawbacks of the medium; and the role of the writers and designers. In some cases, tours will be arranged.*
- . The Research: what the writer must know and do before starting creative.*
- . The Creative Process: a dual process involving evaluation of existing advertising (what's good; what's bad) and development of the student's own original ad. In some cases students will work together as teams, alternately playing Writer and Designer.*
- . The Presentation: a dress rehearsal for the real world of advertising, where writers and designers must be able to articulate their ad concepts for approval by clients and executives.*

EVALUATION

<i>2 TESTS.....</i>	<i>40%</i>
<i>4 PROJECTS.....</i>	<i>40%</i>
<i>ATTENDANCE & PARTICIPATION.....</i>	<i><u>20%</u></i>
<i>TOTAL.....</i>	<i>100%</i>