

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON

COURSE OUTLINE

COURSE TITLE: CREATIVE COPYWRITING I AND II

CODE NO.: ADV 335/345-02 SEMESTER: FALL

PROGRAM: ADVERTISING ART AND GRAPHIC DESIGN

AUTHOR: LARRY JACKLIN

DATE: SEPTEMBER 1992 PREVIOUS OUTLINE DATED: SEPTEMBER 1991

APPROVED: *[Signature]*
DEAN

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DATE

GOALS AND 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 "trick 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 number of other types of advertising materials: collateral, direct mail.
2. Work as "a team" with a copywriter in creating a balanced and informative ad.
3. Use ad copy as 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 writing.

- **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

2 Tests	40%
4 Projects	40%
Attendance and Participation	<u>20%</u>
TOTAL	100%

The grading system will be as follows:

A+	=	90 - 100%
A	=	80 - 89%
B	=	70 - 79%
C	=	60 - 69%
I	=	Incomplete
R	=	Unsatisfactory - below 60% (course must be repeated)