Advertising 333: Design and Layout
University of Nebraska-Lincoln • College of Journalism & Mass Communications

ADPR 333: Strategic Communications Graphics, Fall 2012
Prerequisites: JOMC 101, JOMC Vis Lit 162, 163, 164, 165 and ADPR 251, ADPR 283
Labs: all will be in 333 ANDN: Mon. 1:30-5:20; Tues. 9:00-12:50; Wed. 1:30-5:20
Instructors: Stacy James, (Monday lab) 340 Andersen Hall, 402.525.2525 sjames2@unl.edu, Alan Eno, (Wednesday lab) aeno2@unl.edu, Bill Shaffer (Tuesday lab), wshaffer@nebrr.com

ACE OUTCOME 2 and REINFORCED SKILLS
By successfully completing this course, you will receive credit for ACE Learning Outcome 2(d), for which you will “demonstrate communication competence by creating and interpreting visual information.” In addition, you will also demonstrate an ability to develop your oral communication skills by presenting and defending your work and critiquing creative materials produced by colleagues in the class.

ACEJMC COMPETENCIES and OUTCOMES
Understand concepts and apply theories in the use and presentation of images and information with the following outcomes:

• Recognize and apply appropriate design concepts and principles as they apply to various forms of media (awareness and understanding)
• Recognize and apply appropriate visual and aural concepts, principles, and techniques as they apply to various forms of media (awareness and understanding)
• Integrate visual and aural information into various forms of media (application)

Apply tools and technologies appropriate for the communications professions in which they work with the following outcomes:

• Awareness of the types of tools, technology, software, and techniques used in the communication professions (awareness)
• Distinguish among a variety of industry standard software, tools and techniques for an identified communication purpose (understanding)
• Use a variety of tools, software, and techniques to create a product that meets industry standards for a specific communications purpose (application)

OPPORTUNITIES FOR ACE & ACEJMC OUTCOMES AND COMPETENCIES
This course will acquaint you with the basic creative processes of advertising and public relations – through projects that will introduce you to the process of designing for the mass media, interactive media and other advertising collateral materials. The primary areas of investigation and study will include:

Creative Strategy
• Idea generation
• Development of creative concepts
• Critical thinking
• Execution of ideas

Design / Layout
Principles and styles
Color
Composition
Typography
Mass Media – print and digital
Integrated media campaigns
Interactive Media

Technical Skills
Adobe CS5: InDesign; Photoshop; Illustrator, and Dreamweaver
Digital file types, organization and pre-production processes; digital photography

AWARENESS AND KNOWLEDGE YOU WILL GAIN IN THIS COURSE:
• You will increase your knowledge of the creative processes of advertising. How does copywriting work with the layout and design of print or interactive pieces? If you're a copywriter, how do you work effectively with an art director and vice versa? If you're an account executive pitching an idea to a client, you'll better understand what the creative team goes through to create it and consequently better understand how to sell it. What does the creative process have to do with effective media planning and buying?
• You will learn the basic design principles and techniques of print advertising and collateral design, with an emphasis on the visualization, effective design and production of your ideas. We will not concentrate on copywriting, but since you might have had at least one copywriting course, you should demonstrate a basic understanding of how the copy works within the dimensions of advertising graphics, design and overall communications effectiveness. Please track down your work from your copywriting course, as we will be building on them.
• We will also explore interactive and digital technologies that drive web design, mobile and social media strategies.

SKILLS AND ABILITIES YOU WILL GAIN IN THIS COURSE:
• You will learn how to use some of the tools necessary (as outlined above) for the execution of your creative communications. The focus of the course will be on the basic understanding of the creative concepts and process, not mastering the technology or specific design programs.
• You will learn how to better present yourself, your ideas, your skills, your creative energy, your knowledge of the industry and your finished work to a variety of audiences--your professors, your peers, subordinates, superiors, co-workers, vendors or suppliers, clients, strangers, and good friends.
• You will learn and experience the entire creative process from concepts, idea generation, development, critique, production, pitch and presentation.

Please note: This class cannot cover in one semester all that is necessary to become an art director or full-fledged graphic or web designer…but it’s a good start!

COURSE MATERIALS
• Textbooks:
  o Course Website: http://cojmc.unl.edu/333
  o Selected readings will be available on BlackBoard
• Social Media
  o Twitter, Facebook, and LinkedIn
• **Lab Supplies:** sketch pad, pencil, glue stick, flash drive, color pencils (cheapie box)
• **Required**
  o Laptop with Adobe Creative Suite 5.0, 5.5 or 6.0 w/ InDesign, Photoshop, Illustrator, & Dreamweaver (optional)
  o Digital Camera (Optional)

*Course information will be on BlackBoard and the class website. Be sure to check these resources and your email often for course information.*

**HOW TO DEMONSTRATE WHAT YOU LEARN**

• There will be several ways to show what you have learned in this course. First of all, to demonstrate how well you've incorporated lecture, lab and textbook information, **there will be two exams and two quizzes given during the semester**. Dates for the exams are listed in the course schedule and the quizzes will be unannounced. Each exam will consist of 25 questions, from multiple choice, to true/false and short answer and are not comprehensive, but cover the specified readings for that period. **Please remember:** anything covered in lecture, lab, textbook or handouts is fair game for quizzes or exams, so make sure you have kept up with your reading of the class materials.

• To demonstrate your creative ideas, layout and design skills, **you will be graded on your lab assignments**.

• To demonstrate and practice your design skills, you will create a **final project** (to be assigned later in the semester. Details to come).

**LAB ASSIGNMENTS AND GRADING**

You will be given an assignment and a deadline at the beginning of most labs. It is important to take good notes and to ask questions anytime you don't understand an assignment, or anything we talk about in class. **If you have an absence from a lab, it is your responsibility to get the assignment and notes from one of your classmates from your lab.** (Please understand there just not enough time in the day to individually re-explain lab notes or assignments for students who aren't in lecture or lab.)

How your assignments and final projects are graded:
1. Your ability to follow directions (you will lose points for each point not followed).
2. Your ability to complete the assignment within the deadline
3. Your attention to accuracy and details
4. Your understanding of the terms and use concepts
5. The presentation/neatness of your finished assignments
6. The appropriateness of your design concepts to the designated assignment

How your course grades are determined:

- 5% Class participation/attendance**
- 25% Lab assignments and Lab Quizzes
- 30% on two exams (15% each)*
- 40% Final Project

*Use this table to do your own calculations:*

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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<tr>
<td>100-98</td>
<td>A+</td>
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<tr>
<td>97-93</td>
<td>A</td>
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<tr>
<td>89-87</td>
<td>B+</td>
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<td>86-83</td>
<td>B</td>
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<td>66-63</td>
<td>D</td>
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<tr>
<td>Below 60</td>
<td>F</td>
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Convert letter or numerical grades above to the following numerical equivalents: A+=11, A=10, A-=9, B+=8, B=7, B-=6, C+=5, C=4, C-=3, D+=2, D=1, D-=.5, F=0. Multiply the numerical equivalent by the weight to get the weighted value. Add the weighted values and use the conversion scale to convert the total back to a letter grade.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Numerical Weight</th>
<th>Weighted Value</th>
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<tbody>
<tr>
<td>Class Part.</td>
<td>_______</td>
<td>_______ x .05</td>
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<tr>
<td>Exam 1</td>
<td>_______</td>
<td>_______ x .15</td>
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<tr>
<td>Exam 2</td>
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<tr>
<td>Lab Assign.</td>
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<td>Final Project</td>
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<td><strong>Total</strong></td>
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*No make-up exams are possible, regardless of situation.* If you know you are going to miss class (for a legitimate reason) on an exam day, we need to be advised. Only emergencies are considered. Verification is mandatory. Please check with your instructor.

It should go without saying that all work should be your own. Cheating and plagiarism are firing offenses in the real world and equally as dangerous in the classroom and may result in course failure and university sanctions.

**ATTENDANCE:** Regular and punctual attendance are necessary for your successful completion of this course. Absences will be accepted only if you contact your lab instructor in advance of the class and only in the case of legitimate emergency or illness. Please abide by this policy. It will affect your grade. Missing even one lab is the equivalent of a week’s classes. If you miss two labs or more, you’ll probably have to re-take the course.

OPPORTUNITIES FOR ASSESSMENT OF LEARNING
We will collect a sampling of each section’s FINAL PROJECTS to determine three basic levels of proficiency—outstanding, satisfactory and needs improvement in these areas:

1. Recognize and apply appropriate design concepts and principles as they apply to various forms of media
2. Integrates visual and aural information into various forms of media
3. Know types of tools, technology, software and techniques used in communications profession
4. Distinguish among a variety of industry standard software, tools and techniques for an identified communication purpose
5. Use a variety of tools, software, and techniques to create a product that meets industry standards for a specific communication purpose

We will also evaluate their computer proficiencies with a simple pre- and post-testing survey at the beginning and the end of the class that asks about their basic computer skills at the beginning of the class and at the end of the semesters.

MAKING THE COURSE MORE USEFUL
Teachers and students both have important responsibilities in a course. It is the professor’s responsibility to organize the course and class sessions in such a way that you learn as much as possible. Your responsibilities are to attend class, to do the necessary readings on dates assigned, and to participate in class discussions. Please be prepared to answer and discuss
questions from the readings or other areas that may come up in class. This should be interesting, provocative, educational and interactive. We can all learn from each other.

We will be using a twitter hashtag, #adpr333, to share articles, ideas, and work with everyone in class. Pay attention to current news and issues in advertising layout and design and visual communication. Look around. Observe everything in your daily lives, especially if it involves advertising and visual communication. Become a good critic. Is that outdoor billboard effective? Can you even read it? As you watch television, be cognizant of the types of commercials and ask yourself whether they appeal to the target audience of that program or channel. Read. Read. Read. And then read more. *Advertising Age (adage.com), ADWeek (adweek.com), Print Magazine (printmag.com), Communications Arts Magazine (commarts.com)* are just a few of the trade publications that feature news and information on our industry and design. The Internet has an amazing abundance of sites related to all of the topics covered in this class, and you’re encouraged to start keeping a list and sharing some of your own favorite sites for future reference and resource development.

Your professor may select several students whose work would be copied and included in his course portfolio as an archive of student performance for the course. These examples are a very important piece of the project for professors to show how much and how deeply students are learning. Completed course portfolios are available at [www.courseportfolio.org](http://www.courseportfolio.org).

**IMPORTANT POLICIES**

- **DEADLINES ARE IMPORTANT.** If you miss a deadline, you will lose points. One full letter grade will be deducted from you assignment for each 24-hours it is late. For example if you get an A- your grade will fall to a B- if it is a day late.
- If you have trouble with the assignment or are confused **DO NOT** wait until the day the assignment is due.
- Attendance in class is required and you will not be able to pass if you do not attend. Please be on time and be ready to go at the beginning of class.
- Please keep our classroom and equipment in proper order and pick up after yourself. **No food or drinks in Room 333.** We'll take breaks and you can eat in the commons area outside of the classroom. **Also, no spray mount is allowed in classrooms or hallways of Andersen Hall.**
- Please use any of the resource materials in Room 333 but keep them in the room. If you use a typeface book, a stock photo book, a clip art book, or any reference book, please put it back where you found it.
- During class please be respectful to others by not using the computer during discussions and lectures. Excessive use of the computer during inappropriate times will negatively affect your grade.

**Academic integrity:**

Every student must adhere to the policy on academic integrity set forth in the UNL Student Code of Conduct as outlined in the UNL Bulletin. Students who plagiarize may receive a failing grade on an assignment or for an entire course and may be reported to the Student Judicial Review Board. The work a student submits in a class must be the student's own work and must be work completed for that particular class and assignment. Students wishing to build on an old project or work on a similar project in two classes must discuss this with both professors. Academic dishonesty includes:

- handing in another's work or part of another's work as your own.
• turning in one of your old papers (including something you wrote in high school) for a current class.
• turning in the same or similar paper for two different classes,
• using notes or other study aids or otherwise obtaining another’s answers for a quiz or an examination.

Anything and everything you include in your papers that comes from another source must be attributed with proper citation. That includes ideas and opinions.

Plagiarism consists of using phrases, sentences or paragraphs from any source and republishing them without alteration or attribution. The sources include, but are not limited to, books, magazines, newspapers, television or radio reports, Web sites and other students’ papers.

**Students with disabilities:**
Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

**Diversity:**
The College of Journalism and Mass Communications values diversity, in the broadest sense of the word – gender, age, race, ethnicity, nationality, income, religion, education, geographic, physical and mental ability or disability, sexual orientation. We recognize that understanding and incorporating diversity in the curriculum enables us to prepare our students for careers as professional communicators in a global society. As communicators, we understand that journalism, advertising and other forms of strategic communication must reflect society in order to be effective and reliable. We fail as journalists if we are not accurate in our written, spoken and visual reports; including diverse voices and perspectives improves our accuracy and truthfulness. In advertising, we cannot succeed if we do not understand the value of or know how to create advertising that reflects a diverse society and, thus, appeals to broader audiences.
Projected Schedule of Topics, Reading Assignments and Important Dates
*Subject to change

WEEK 1: August 20
Introductions and class structure
Read for Next Week: Chapters 1-3 and First Class Webpage

WEEK 2: August 27
Project Process and Creative Thinking
Read for Next Week: Chapter 8 and Next Class Webpage

WEEK 3: September 3
Labor Day - No Monday Class
TUESDAY AND WEDNESDAY LABS WILL MEET

WEEK 4: September 10
Typography
Read for Next Week: Chapter 9 and Next Class Webpage

WEEK 5: September 17
Design Principles
Read for Next Week: Chapter 4-5 and Next Class Webpage

WEEK 6: September 24
The Big Idea
Read for Next Week: Chapter 7 and 10 and Next Class Webpage

WEEK 7: October 1
Approaches, Campaigns and Storytelling

WEEK 8: October 8
Exam #1
Read for Next Week: Chapter 11 and Next Class Webpage

WEEK 9: October 15
Fall Break - No Monday or Tuesday Classes
WEDNESDAY LABS WILL MEET

WEEK 10: October 22
Designing for Print - Talk with guest speaker
Read for Next Week: Chapter 12 and Next Class Webpage

WEEK 11: October 29
Designing for Motion - Talk with guest speaker
Read for Next Week: Chapter 13 and Next Class Webpage

WEEK 12: November 5
Designing for Websites - Talk with guest speaker
Read for Next Week: Chapter 14-15 and Next Class Webpage

WEEK 13: November 12
Exam #2
Designing for Mobile and Social

WEEK 14: November 19
MONDAY AND TUESDAY LABS WILL MEET
Thanksgiving Break - No Wednesday Classes

WEEK 15: November 26
Creative Portfolio Development

WEEK 16: December 3
No Class - Final Projects Due in Labs

WEEK 17: December 10
No Class - Finals Week