



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number ADV 101	Course Title Advertising Design I	Credits 3
Hours: Lecture/Lab/Other 1 lecture/4 studio hrs	Co- or Pre-requisite DMA115 or divisional permission	Implementation Semester & Year Spring 2022

Catalog description:

Development of basic conceptual ideas, skills and techniques for typography and design utilizing professional practices and procedures. Use the computer as a graphics tool as well as traditional layout skills. Understand all production processes as it relates to printed materials. This course also provides the student with an understanding of visual problem solving from the concepts stage through finished product and the final design pieces.

General Education Category:
Not GenEd

Course coordinator:

Tina LaPlaca, Professor, Coordinator Advertising + Graphic Design and Illustration
609-570-3356 laplacat@mccc.edu

Required texts & Other materials:

- **Advertising by Design** by Robin Landa, Third Edition, 2017, Publisher: John Wiley & Sons, Inc. ISBN: 978-111-897-1055
- Design Process Sketch Book (9" x 12" or 14" x 17"), folder, notebook
- Storage device for files (cloud based or portable drives)

Course Student Learning Outcomes (SLO):

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

1. Understand and use correctly most of the special terms used in the fields of advertising and graphic design. [Supports ILG # 1 & 6; PLO #6]
2. Demonstrate design ability by creating original layouts within the specifications and limitations supplied. [Supports ILG # 4; PLO #1–5]
3. Create design comprehensives in a professional manner using typography, illustrations and photographs copyright free or original. [Supports ILG # 4; PLO # 1 – 5, and 7]

4. Demonstrate the use of design principles and composition in solutions to assigned problems. [Supports ILG # 4; PLO # 1 – 5]
5. Develop a sense of aesthetics, taste and proportion in relating the elements of a design. [Supports ILG # 6; PLO # 1 – 5]
6. Demonstrate various techniques and skills required to produce advertising designs and other graphic communications. [Supports ILG # 4; PLO # 1 – 5]
7. Analyze and describe advertising pieces for their design construction, content and context. [Supports ILG # 1 & 6; PLO # 6]
8. Develop skills for quick sketching and visualizing ideas and presenting them in graphic form. [Supports ILG # 4; PLO # 1 – 3]
9. Evaluate professional design examples and student design projects for critical assessment. [Supports ILG # 1 & 6; PLO # 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Program Learning Outcomes for Advertising + Graphic Design program (PLOs)

1. Apply computers applications to design principles;
2. Visualize and practice professional typography;
3. Design and present professional-quality work;
4. Create professional-quality logos, newsletters, posters, brochures, websites, publications, and advertisements;
5. Create web pages that use design principles that communicate effectively;
6. Develop and present creative ideas in both written and oral formats;
7. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I

Introduction to Advertising Design [Supports Course SLOs # 1 – 9]

The student will be able to...

1. Learn brief history of advertising
2. Analyze: What Makes an Ad Great
3. Review the Showcase of Ads
4. Identify target audiences and demographics
5. Develop brand awareness strategies
6. Create a brand awareness campaign
7. Evaluate each student's presentation for critical assessment
8. Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit II **Creative Thinking** [Supports Course SLOs 1 – 9]

The student will be able to...

1. Analyze: The Big Idea
2. Describe ingredients to good design
3. Create an advertising campaign within specified guidelines
4. Describe different brand constructs used as advertising techniques
5. Develop creative thinking exercises
6. Evaluate each student's presentation for critical assessment
7. Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit III **Team Learning** [Supports Course SLOs 1 – 9]

The student will be able to...

1. Describe the differences of various ad campaigns
2. Conceptualize, plan and create a team campaign project
3. Describe copywriting terminology and demonstrate them within team project
4. Evaluate each student's presentation for critical assessment
5. Present his/her work during a critique and critically evaluate and justify their own artistic and vocational practice

Unit IV **Public Service Announcements** [Supports Course SLOs 1 – 9]

The student will be able to...

1. Identify the components of a PSA advertising campaign
2. Create a PSA campaign for a particular social issue
3. Analyze and respond to PSAs created by professional advertising agencies
4. Evaluate each student's presentation for critical assessment
5. Discuss his/her work during a critique and critically evaluate and justify their own artistic and vocational practice

Evaluation of student learning: [Evaluates SLOs # 1 – 9]

Achievement of the course objectives will be evaluated by the following tools:

- Assignments and class exercises to be done at home and uploaded for review by instructor.
- Participation and attendance in class exercises and class critiques.
- Class critique presentations and participation.

Evaluation Tools	% of Grade
Attendance of lectures and presentations, participation with class discussions, creative exercises and project critiques	20%
Project 1: Brand Awareness Campaign	20%
Project 2: Travel Campaign	20%
Project 3: Team Learning Project	20%
Project 4: Public Service Campaign	20%
Total	100%