

Ad Copy Writing and Layout  
JOUR 3324 - 001  
Fall 2011  
MW 12:00-2:15 MW  
MJ 202

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Office hours: TT 9:00 a.m.-11:30 a.m.-12:30-3:30 p.m  
MW 2:30-3:30 pm F. 12 pm-1 pm  
Final Exam  
10 am-12:00 p.m. Wednesday, December 14, 2011  
Journalism web address: [www.memphis.edu/journalism](http://www.memphis.edu/journalism)

### **COURSE SPECIFIC REQUIREMENTS**

#### **CATALOGUE DESCRIPTION:**

Principles of advertising psychology in relation to proven techniques for writing effective copy, approximately half of the course devoted to practice in writing copy and preparing rough layouts. One lecture/four laboratory hours.

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR Advertising Copy and Layout:**

- Students will understand concepts and apply theories in the use and presentation of images and information
- Students will learn to think critically, creatively and independently.
- Students will critically evaluate their own work and that of others for accuracy, clarity and appropriate style and grammatical correctness.
- Students will apply current technology to achieve effective advertising.

#### **PREREQUISITES:**

JOUR 2121, 3900

#### **TEXTBOOK:**

Advertising Strategy: Creative Tactics From the Outside/In by Altstie & Grow ISBN 1-4129-1796-4 (2006 Edition)

#### **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

##### **Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Students will understand the importance of attention to detail as part of the advertising process.
- Students will become more confident in their advertising writing and design skills.
- Students will learn to explain why they chose a certain approach to their advertising assignments.

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- Students will have weekly advertising copywriting assignments where they will be provided information from which they must develop copy for a particular medium and target audience.
- Students will have layout assignments, which will be at the pace of approximately every other week where they will be required to design and write copy for advertising for a specified medium and audience.
- Students will be required to effectively utilize InDesign as well as Microsoft Word. They are encouraged to use Photoshop and Adobe Acrobat as they develop their assignments.
- Students will be asked to critique assignments on the date due.

**CLASSROOM FORMAT:** Lecture/Lab format

**HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR3324:**

Through a combination of lectures, design and writing assignments, the course will cover the many facets of advertising layout and copy writing, primarily for the print media, as indicated on the various assignment sheets handed out.

*Awareness:*

Through Power Points and other media, during lectures, advertising will be presented both from the United States and other countries showing different approaches in advertising. We will extensively discuss theories of advertising communication and how images are used in advertising and their effectiveness. Students will write and design ads, which cover a wide range of subject matter for both print and broadcast media.

*Application:*

Students are required to critique the work of their classmates as to the effectiveness of the message presented. Students are required to use InDesign and Microsoft Word to complete ad designs and ad copy assignments. Students may choose to use Photoshop as well as convert their designs into PDF documents.

**SPECIFICS:**

Generally the writing assignments will be given on Monday with the due day on Wednesday. The design assignments will have a longer due date. The idea is to show how effectively you can communicate creatively. Your work will be graded with regard to the suitability for the specific assignment, including audience, product or service, creativity, originality, spelling and following details of the assignment sheet, especially measurements, prices, locations and name of the client. (If a price is given in the assignment sheet, the price must be included in the ad. If the store where the product is available is given, that must be included, the address of the store, if given, must be included.) Be sure and spell check all of your work--words not spelled correctly will count off. Work must be turned in on deadline. Otherwise, a grade will be deducted for each class meeting the assignment is late unless special circumstances can be proven—illness, death in the immediate family, etc.

**GRADING:**

Tests will count forty percent of your final grade. Tests will cover both text and lecture material. There will be two tests, essay in nature. Read a chapter of your text each week beginning with chapter 1, starting this week. Any work not turned in on the date due will be reduced by one letter grade for each day late. Your assignments will be averaged at the end of the term and these scores will comprise sixty percent of your grade. There will be approximately sixteen assignments during the course. The grading scale will be on the (+) (-) system. Your final exam is scheduled from 10 a.m.-12:00 p.m. Wednesday, December 14, 2011

**OTHER ISSUES:**

All body copy and headlines are required to be typeset in your layout. Most measurements of layout assignments will be given in columns wide by inches deep. For our purposes we will assume that a column is two (2) inches wide. For example, 4x10 would mean 4 columns wide by 10 inches deep or 8 inches wide and 10 inches deep. Measure carefully. Incorrect measurement will have a significant bearing on your grade for that assignment. Likewise, a limit of the number of words you may have in each copy writing assignment will be noted. If you fall under or over the range, points will be deducted. Outdoor ads and TV storyboards, if any, will be given in different measurements.

Computer programs: You are free to use any programs on the computer to complete your assignment. Spelling counts. Attention to details counts. The program that we will be using for the ad layout part of the your assignments is InDesign. If you have had prior experience using graphics programs on the computer and feel that these will enhance your InDesign efforts, feel free to use them. Keep in mind, it may take you much longer to produce the art items in your ads using these programs than if you use existing art.

**MATERIALS YOU MUST HAVE:** Jump Drive or a blank CD. Overlay paper, which is tracing paper thickness. A pad of about 25 sheets of tracing paper will work well. Spray mount--spray adhesive to apply to your work for mounting. (please apply it outside the computer room, away from others.) White mat board or a foam core board for mounting your projects. Scissors, Xacto knife, 18" plastic ruler, masking tape. Office supply stores probably have the Jump Drives--or blank CDs. General hobby or craft stores probably have the other supplies that you will need. There is no need to bring anything but your Jump Drive or blank CD to class along with note paper on most days.

**TREATMENT OF DISKS:** You should keep the plastic case your disk comes in. It will help keep it from being damaged. Do not leave your disk in your car. Exposure to heat and cold can cause your assignments to be lost from the disk. Backup your assignments every class meeting. **LAB availability:** Hours will be posted later for additional lab access. Keep in mind that once you are in the lab doesn't mean the person running the open lab knows how to operate the program you are interested in using. If you do your layout projects on a computer outside the classroom those computers may be using different versions of the software. The project you are working on may not be readable by the computer classroom when you bring your disk back and insert it in the drive you are using. All work turned in must be your creation.

## Class Schedule for Fall 2011

| <i>Date</i>                   | <i>Topic/ Assignment</i> |
|-------------------------------|--------------------------|
| Week 1                        | Read Chapter 1           |
| Week 2                        | Read Chapter 2           |
| Week 3                        | Read Chapter 3           |
| Week 4                        | Read Chapter 4           |
| Week 5                        | Read Chapter 5           |
| Week 6                        | Read Chapter 6           |
| Week 7                        | Read Chapter 7           |
| Week 8                        | Read Chapter 8           |
| Week 9                        | Mid-Term                 |
| Week 10                       | Chapter 9                |
| Week 11                       | Chapter 10               |
| Week 12                       | Chapter 11               |
| Week 13                       | Chapter 12-13            |
| Week 14                       | Chapter 14 &15           |
| Week 15                       | Chapter 16-17            |
| Final, Wed, December 14, 2011 | 10 am-12 pm              |

### **DEPARTMENT POLICIES FOR ALL STUDENTS**

#### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as gmail, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university.

#### **CELLPHONES:**

Must be turned off during class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university. "Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005) Any work turned in after the due date will have a one grade reduction for each class meeting date that the assignment is late, based on the grade that the assignment would have received had it been turned in on the due date. Any work not turned in will result in a zero for that assignment.

**ONLINE SETES:**

You are urged to complete the SETEs evaluation of this class once before your instructor has posted your grade, once your grade is posted, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your student evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously, and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

**DISABILITY**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
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- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

### **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.