

Ad Copy Writing and Layout

JOUR 3324 - 001

Fall 2013

Tuesday and Thursday 5:30 pm – 7:30 pm MW, MJ 202

Jim Tumbrink

Office Hours: Prior to or following class period or by appointment

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COURSE REQUIREMENTS**CATALOGUE DESCRIPTION:**

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

PREREQUISITES:

JOUR 2121, 3900

TEXTBOOK:

The Advertising Concept Book: Think Now, Design Later by Pete Barry
ISBN 978-0-500-29031-6 (2012 Edition)

CLASSROOM FORMAT: Lecture/Lab format

COURSE REQUIREMENTS

The Tuesday class will consist of a class discussion of the reading and/or the creative assignment, and a lecture/presentation. You will be expected to produce a large volume of rough concepts that can be refined and taken to finished ad layouts for presentation and critique at the Thursday class. The rough layouts will be turned in with the finished layouts so that the amount of creative exploration can be judged. Your work will be graded with regard to the amount of creative exploration, creativity and originality, following details of the assignment sheet, presentation skills and class participation. 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.

ADDITIONAL INFORMATION:

This course will help you express your creativity in the form of effective advertising communication. Both sides of your brain will be exercised as creativity and strategy meet in the development of advertising and promotional ideas that are compelling, persuasive and strategically sound.

Students will work together, in rotating teams of two or three, to produce a high volume of rough creative ideas. You will be encouraged to value points of view, other than your own, in this process. The resulting ideas, in rough form, will be critiqued and possibly refined. The students will then take the best ideas to finished layouts for presentation to the class. Some of the creative assignments will emanate from “real world” creative briefs from local companies.

Advertising is a business. It’s about finding ways to get people to pay attention to your message and buy your product or service instead of the other guys. But advertising is also about a passion

for life and the joys of learning and living it to the fullest. Great creative emanates from curious committed people having fun. The hope is that you will leave this class with a better understanding of the advertising creative process and an impressive creative portfolio.

GRADING:

Tests will count twenty percent of your final grade. Tests will cover both text and lecture material. There will be three tests. Creative assignments will count sixty percent of your final grade. Class participation and presentation skills will account for the remaining twenty percent. 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 12 assignments during the course. The grading scale will be on the (+) (-) system. There will be know final exam.

COMPUTER PROGRAMS:

You are free to use any programs on the computer to complete your assignment. The program that we will be using for the ad layout part of 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, that in today's computerized graphic world advertising agencies expect your creative portfolio to look like finished ads when applying for a creative position.

MATERIALS YOU MUST HAVE:

Jump Drive, sketchpad or sketch book. Spray mount--spray adhesive to apply to your work for mounting. (please apply it outside the computer room, away from others.) Black mat board for mounting your work. Scissors, Xacto knife, 18" metal ruler, masking tape. Office supply stores probably have the Jump Drives--or blank CDs. Art stores 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 sketchpad on most days. Not all assignments will require mounting for presentation.

TENTATIVE TIMETABLE

<i>Date</i>	<i>Topic/Assignment</i>
Week 1	Introduction/Advertising Strategy/Write 3 advertising strategies
Week 2	The Creative Brief/Develop product research questionnaire
Week 3	Positioning/Write creative brief
Week 4	Appeals and Executions/Conduct research
Week 5	Advertising Techniques/Rough print concepts
Week 6	Consumer Involvement Theory/Rough print concepts
Week 7	Print Advertising /Final print layouts
Week 8	Outdoor Advertising /outdoor creative assignment
Week 9	Ambient/Develop Ad concepts for client # 2
Week 10	Radio Creative/Radio creative
Week 11	TV Creative/TV creative
Week 12	No Puns/ Ad concepts client # 3
Week 13	Campaigns/Develop campaign from previous concepts
Week 14	Portfolios/modify campaign concepts
Week 15	Review/Finalize campaign
Final	Test

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR Advertising Copy and Layout:

Students will learn and understand the communication building blocks for creating effective advertising. Students will learn to think critically, creatively and collaboratively. Students will critically evaluate their own work and that of others for accuracy, clarity and most of all creativity. Students will apply current technology to achieve effective advertising.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

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

Students will learn

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 creative and strategic assignments where they will be provided information or will learn to generate their own information from which they must develop creative communication for a particular medium and target audience.

Students will be assigned reading from their textbook and will be tested on this information every two weeks.

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.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR3324:

Through a combination of lectures and creative 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, online presentations and other media, during lectures, advertising will be presented both from the United States and other countries showing a variety of approaches in advertising and other marketing communications. 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.

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.
- 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.

DEPARTMENT POLICIES

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.

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.