

**Ad Copy Writing and Layout**

JOUR 3324-001

Fall 2014

Meeman 202

9:40-11:55 a.m., TR

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**COURSE REQUIREMENTS****CATALOG 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.

**CLASS INSTRUCTION:**

This course is designed to teach the fundamentals of a creative campaign. Students will learn techniques and the principles behind them to execute creative work for print, video, Web, and digital media. Further, students will build a portfolio of work to show potential employers. A typical class session will consist of a lecture, discussion, and assignment/lab time. Students are required to complete multiple writing and design activities and projects throughout the semester, as well as a final project. The final project should invoke all skills learned in the course.

**PREREQUISITES:**

JOUR 2121, 3900

**TEXTBOOK:**

Drewniany, B.L. & Jewler, A.J. (2013). Creative Strategy in Advertising. Wadsworth: New York.

**REQUIRED SOFTWARE:**

Adobe Photoshop CC

Adobe InDesign CC

Adobe Illustrator CC

Note: You may purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB capacity)

Sketch pad and pencils

Spray mount adhesive

Black mat board

**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.

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 someone else. 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:**

A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

**Grade Distribution:**

Creative activities	10%
Creative projects	50%
Exams	20%
Final project	10%
Portfolio	10%

**Final exam time:**

8-10 a.m., Monday, December 8

**ATTENDANCE & CLASS CONDUCT:**

Attendance is mandatory and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student’s final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course.

Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student’s final grade for each additional tardy.

Attendance will be determined by signing the daily sign-in sheet for the course.

**Mobile and electronic devices:**

The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

**DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Late work is not accepted. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to or on the due date. Work will be collected at the beginning of class, and must be printed and mounted or prepared for presentation before class.

**DIVERSITY:**

Students will be required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Visual communications created in this course, and in the field, reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

**COMPUTER USAGE:**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

**WRITING STYLE:**

Students will be required to write a substantial amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

**ASSIGNMENT FORMAT:**

All assignments are to be submitted electronically via eCourseware.

Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.

All work must be printed and turned in the day of class.

All major projects (except the final) can be resubmitted with corrections and revisions one week after it is returned to you.

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

**SCHEDULE**

Class	Topic	Readings
Week 1		
Aug. 26	Introduction. Purpose of advertising. Developing creativity.	
Aug. 28	Creativity for selling messages.	D&J 1
Week 2		
Sept. 2	Branding.	D&J 2
Sept. 4	Logos and identity.	
Week 3		
Sept. 9	Research.	D&J 3
Sept. 11	Research.	
Week 4		
Sept. 16	Inclusion. Diversity.	D&J 4
Sept. 18	Appeals techniques.	
Week 5		
Sept. 23	Strategy. Creative briefs.	D&J 5
Sept. 25	Connecting research to strategy.	
Week 6		
Sept. 30	Idea development	D&J 6
Oct. 2	Available communications tools.	
Week 7		
Oct. 7	Copy writing.	D&J 7
Oct. 9	Copy writing.	
Week 8		
Oct. 14	Fall Break. (No class.)	
Oct. 16	Midterm.	
Week 9		

Oct. 21	Layouts.	D&J 8
Oct. 23	Outdoor and transit.	
Week 10		
Oct. 28	Radio	D&J 9
Oct. 30	Radio.	
Week 11		
Nov. 4	Television.	D&J 10
Nov. 6	Television.	
Week 12		
Nov. 11	Direct marketing. Mail.	D&J 11
Nov. 13	Internet.	
Week 13		
Nov. 18	Social media.	D&J 12
Nov. 20	Social media.	
Week 14		
Nov. 25	Integrated marketing.	D&J 13
Nov. 27	Thanksgiving. (No class).	
Week 15		
Dec. 2	Law and ethics for advertising.	D&J 14
Dec. 8	Final exam	

NOTE: Schedule and syllabus are subject to change based on the needs of this class.

## **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 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.