

## COMM 329-201 (5822) Loyola University Chicago Spring 2016 Ad/PR Design, Tuesday/Thursday 1:00-2:15, SOC 002

### CONTACTS

Please use your LUC email account and identify your name and the class when sending emails. Always copy both professors in emails.

- **Prof. Jessica Brown:** [jbrown7@luc.edu](mailto:jbrown7@luc.edu); 312-915-7726; School of Communication #218. Please allow at least 24 hours on weekdays and 48 hours on weekends for responses to e-mails. (Office hours: Wednesdays 2:30-4:30 and by appointment.) Follow me on Pinterest.
- **Dr. Pam Morris:** [pmorris1@luc.edu](mailto:pmorris1@luc.edu); 312-915-6905; Lewis Towers #904. (Office hours: Tuesday/Thursday 11:30-12:45 and by appointment.)

### COURSE DESCRIPTION

This course is for advertising and public relations majors who want to understand the creative and design perspectives of the industries. Students will learn the fundamentals of visual design used in print and digital advertising and public relations messages. Students will employ various technology and design software programs that are used in today's business to develop visual communication projects. Assignments will culminate in a final portfolio.

### LEARNING OBJECTIVES

Students will learn and become competent in the following:

- Current design programs including InDesign and Photoshop (Adobe CC 2015).
- Basic design principles, such as color, space and typography.
- Common formats for designing integrated marketing communication print materials and online visual efforts.
- Complex process of creating and designing print communications and digital components to deliver intended strategies and messages.
- Persuasive business-style writing and presentations using design and strategic language to convince and sell creative ideas.
- Awareness, consideration and understanding of off-line and online design and visual ethics.

### REQUIRED RESOURCES

- McWade, J. (2010). *How to Design Cool Stuff*. Berkeley, CA: Peachpit. ISBN 978-0-321-58012-2
- Sketch pad, X-Acto knife, black mounting boards, spray adhesive or double-sided tape (for final project), USB/external drive.

**NOTE:** Most assignments will have to be printed in color, so you will have to invest additional money on printing cost. To print in color on 8.5 X 11 on campus will cost 50 cents per page.

### RECOMMENDED TEXTS:

- Carter, D. E. (Ed.) and Stephens S. M. W. (2008). *The big book of design ideas 3*. NY: Collins Design. ISBN 978-0-06-137480-7
- Samara, T. (2005). *Publication design workbook: A real-world guide to designing magazines, newspapers, and newsletters*. Rockport Publishers, Inc. ISBN 978-1-59253-397-8
- Drewniani, B. L. & Jewler, A. J. (2014). *Creative strategy in advertising*, 11<sup>th</sup> ed. New York: Wadsworth. 978-133-30726-6

## ONLINE RESOURCES

[www.carbonmade.com](http://www.carbonmade.com)  
[www.fontsquirlrel.com](http://www.fontsquirlrel.com)

[www.dripbook.com](http://www.dripbook.com)  
[www.styleapple.com](http://www.styleapple.com)

[www.dafont.com](http://www.dafont.com)  
[www.creativecommns.org](http://www.creativecommns.org)      [www.sxc.hu](http://www.sxc.hu)

## GRADING

**Assignments 30%**; Final Project 40%; **Midterm 20%**; Participation/Critiques/Drafts 10%

A 100-95	A- 94-90	
B+ 89-87	B 86-83	B- 82-80
C+ 79-77	C 76-74	C-73-70
D+ 69-67	D 66-65	Below 65 F

## EXPECTATIONS

**Attendance/Electronics** – In order to learn, you must show up for class on time and put in your best effort. A pattern of showing up late will result in a lower grade. Documentation for absences due to personal/health problems is required. **If you have any special needs please give us written notice in the first week of class about any medical or other conditions that may interfere with your individual performance; your condition must also be verified with the Students With Disabilities Office.**

- Cell phones and other electronics need to be turned off.

**Procedures** – All work is due at the beginning of class on assigned dates. Drafts/critiques are a part of your participation grade. Drafts will be graded pass/fail. No work will be accepted after the due date. Some items are required, but not graded. **Assignments cannot be accepted by email. Hard copies must be submitted. Projects may be posted online as examples of student work.**

**Spelling & Grammar** – All assignments must be free of spelling/grammatical errors. Allow time for proofreading, editing and revision. Remember that spell check doesn't catch everything. As a student in a communication school you have a responsibility to pay close attention to spelling and grammar. If your work contains blatant errors, expect a deduction off your grade.

**Presentations & Printing** – You will need to present and print your work, and convince the class of its strategy and design merits. On presentation days you will need to dress appropriately and show a confident and professional demeanor. You may not make up presentations without an excused absence. If you miss a presentation, then you may not turn in your assignment. Color prints can be made at the Digital Media Lab (DML) on either the Lakeshore (IC, 2<sup>nd</sup> floor) or Water Tower campus (CLC, room 608). **TIP: You should not wait until the last minute to print/mount your work. Please work to have your project ready the night before. You will not receive more time or consideration because of printing issues.**

**Plagiarism and Academic Integrity** – Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Students are expected to understand and follow the policy that can be found at: <http://www.luc.edu/soc/Policy.shtml>. Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

**It is dishonest to:** 1) Turn in the same work for multiple classes; 2) Turn in a paper you have not written yourself; or 3) Copy from another student or use a "cheat sheet" during an exam; 4) To pass off someone else's design as your own; 5) To have someone else create your design.

## THE COURSE (subject to change)

NOTE: Readings, assignments, etc. are due on the date they are listed.

**Week 1: The Basics**

Jan. 19: Introduction to course; Design as Communication; Sakai, Grading; **ASSIGNMENT 1: Ethics Report (Additional work for graduate students): DUE Feb. 25**

Jan. 21: The Creative Brief; Color, Typography and Space  
**Read:** HDCS – Knowledge pp. 2-15, 22-26, 45-51

### **Week 2: Brand You**

Jan. 26: Introduction to InDesign; Branding  
**Read:** HDCS – Knowledge pp. 16 -21, 27-34

Jan. 28: InDesign continued  
**ASSIGNMENT 2 Ask Pinterest Forum: DUE Feb. 4**  
**ASSIGNMENT 3 Brand You Stationery Design and Wix One Page: DUE Feb. 9 (drafts due Feb. 4)**  
**Read:** HDCS – Knowledge pp. 35-45; Projects pp.172-180; HANDOUT – PD pp. 132-140

### **Week 3: Brand You continued**

Feb. 2: STRATEGY SESSIONS: Business Writing/Presentation and Creating an Online Portfolio  
 TECHNIQUE SESSION: WIX One page

Feb. 4: **DUE: Brand You business card with logo drafts**  
**DUE: Ask Pinterest Forum requests**

### **Week 4: Outdoor Design; Photoshop**

Feb. 9: **DUE: Assignment 3 Brand You Stationery and Wix One Page**  
 TECHNIQUE SESSION: Demonstration from Pinterest forum requests  
**ASSIGNMENT 4 Outdoor ads: DUE Feb. 23 (drafts due Feb. 18)**

Feb. 11: Introduction to Photoshop  
**Read:** HDCS – Technique pp. 54-75, 81, 102-112

### **Week 5: Outdoor Design; Photoshop continued**

Feb. 16: Photoshop continued  
 Feb. 18: **DUE: Outdoor drafts**

### **Week 6: Ethics in Advertising**

Feb. 23: **DUE: Assignment 4 Outdoor ads**  
 TECHNIQUE SESSION: TBD  
**ASSIGNMENT 5 PSAid Print Ad: DUE Mar. 3 (drafts due Mar. 1)**

Feb. 25: **DUE Ethics Report (Additional work for graduate students)**  
**Read:** HANDOUT – PD pp. 104-105

### **Week 7: Travel Ads (magazine, newspaper, banner)**

Mar. 1: **DUE: PSAid Print Ad**  
**Read:** HDCS – Projects pp. 181-187  
 Mar. 3: **DUE Assignment 5 PSAid Print Ad (Submission due April 6)**  
**ASSIGNMENT 6 Travel ads (magazine, newsp., banner): DUE March 24 (drafts due Mar. 17)**

### **Week 8: SPRING BREAK**

Mar. 8: No class  
 Mar. 10: No Class

### **Week 9: Travel Ads (magazine, newspaper, banner)**

Mar. 15: STRATEGY SESSION: Still Photography - **Bring an object to photograph**  
**Read:** HDCS – Technique pp. 76-80, 93; Projects pp. 132-147, 152-158

Mar. 17: **DUE: Travel ads draft**

### **Week 10: Midterm/Travel**

Mar. 22: **MIDTERM EXAM**

Mar. 24: **DUE ASSIGNMENT 6 Travel ad**

**FINAL PROJECT Product Design with Media Kit and Formal Presentation:** May 6

### **Week 11: Strategy Sessions for Final Project**

Mar. 29: STRATEGY SESSIONS: Writing News Releases and Website Design

**Read:** HDCS – Technique pp. 113-123, Projects pp. 188-198; HANDOUT News Releases

Mar. 31: STRATEGY SESSION: Designing Presentations and Adding Interactivity to your Ad

**Read:** HDCS – Projects pp. 199-211

### **Week 12: Final Project**

Apr. 5: TECHNIQUE SESSION: Email Campaign

**Read:** HDCS – Technique pp. 76, 94-101, 126-130; Projects pp. 168-171, 212-226; HANDOUT GFB pp. 138-141

April 7: **DUE: Creative Brief**

**DUE: PSAid print ad proof of submission.**

### **Week 13: Final Project – Market Research (Additional work for graduate students)**

April 12: Market Research I

April 14: Market Research II

### **Week 14: Final Project**

April 19: **DUE: drafts – Cover Page with Logo News Release**

April 21: **DUE: Research results**

### **Week 15: Final Project**

April 26: **DUE: drafts – Email Ad Campaign and Promotional Item**

April 28: **DUE: drafts – Website design**

Take surveys

### **Final Project Presentations:**

Friday, May 6, 1:00-3:00

## **ASSIGNMENT LIST** (subject to change)

NOTE: Assignments and Midterm are worth 100 points each; Final Project TBD points;

Participation/Critiques/Drafts 100 points.

All drafts are pass/fail; the Final Project Creative Brief is pass/fail.

Graduate students will require more work on several assignments, details will be provided.

**Assignment 1:** Ethics Report (**Additional work for graduate students**)

**Assignment 2:** Ask Pinterest Forum

**Assignment 3:** Brand You Stationery (logo, business card, letterhead, resume, envelope, Wix one page)

**Assignment 4:** Outdoor Ad Design (highway and bus stop)

**Assignment 5:** PSAid Print Ad

**Assignment 6:** Travel Ads (magazine, newspaper and banner)

**Mid-term:** TBA

**Final Project:** Product Packaging and Media Kit (creative brief, logo, news release, cover page, research (**Additional work for graduate students**), promotional item, email ad campaign, website-homepage design, photography) with Formal Presentation

## DEFINITIONS

**Alignment** – arrangement or position in a straight line or in parallel lines.

**Columns v. Grids** – The word column and grid can be used interchangeably, but not necessarily. These items are necessary so that elements are not floating or mis-aligned. Content that extends wider or is narrower than the column (but still aligned) is said to be on a *bastard measure*.

**Fill v. Stroke** – shapes in design/layout programs have two parts: the fill and the stroke. The fill is inner color and the stroke is the line weight outlining the letter or object.

**Gutter** – the space between two columns of type, or the white space formed by two inner margins.

**Kerning** – altering spaces between letters.

**Leading** – amount of space vertically between lines of type.

**Legibility** – how easily one letter can be distinguished from all others. (see readability)

**Ligature** – a type character made when two or more characters are combined into one.

**Logo** – is slang for *logotype*, which usually refers to a company signature or *mark*. When marks are wholly typographical, they can be *lettermarks*, *wordmarks* or *monograms*. When symbols are used with logos, they are called *combination marks*. When any of these are registered they are called *trademarks*.

**Margin** – a blank space bordering the printed or written area.

**Mark** – the broad use of designs that are used as corporate signatures, also called *identity*. Marks without type are called *symbols*, which were once known as *pictographs* or even *hieroglyphics*.

**Orientation** – how the page is placed in front of you, either vertical or horizontal (landscape).

**Primary Color** – there are three: yellow, red and blue.

**Readability** – how well letters interact to compose words, sentences and paragraphs. (see legibility).

**Reverse type** – the act of putting a colored box behind text. Also known as a screen. Avoid putting serifs in reverse type unless it is in a large point size.

**San serif** – French for “without” serif. (see serif). San serifs are often used for smaller point sizes, and usually feel more structured and masculine.

**Secondary Colors** – are halfway between the primary colors on the wheel.

**Serif** – a small line trailing from the edges of letters (I like to call them “feet”). For large amounts of text use a serif font. Serif are typically more elegant and feminine.

**Tertiary Colors** – are made from equal amounts of the adjacent primary and secondary colors.

**Text Wrap** – to wrap text around an object. Also known as a run-around.

**Tracking** – adjustment of space between characters.

**Watermark** – a translucent design impressed on paper.