

## ADVERTISING I

3.29.2017

WITH STUDENT LEARNING OUTCOMES

### Advertising I (GD225, 3 credits) - Advertising Track

#### Course Description:

As an introductory course to the fundamental methods and techniques of advertising, students explore, through the conceptual process, how imagery and narrative form specific and targeted communication. Special importance is given to the mechanism of storytelling through combinations of words and text in both linear and non-linear forms. The role of the art director as member of a creative team interacting with copywriters, photographers and illustrators is introduced and expanded.

*Prerequisite: Communication Design I*

Students will:

1. Compose basic principles of targeted and designed communications and apply them to visual messages. (PC 1,2, 3, 4)
2. Demonstrate the knowledge of concept-driven ideas and display an ability to construct them. (PC 3, 4)
3. Apply researched and considered messages to singular and multiple iterations with the devise of storytelling as a call to action. ( PC 1, 2, 5)
4. Demonstrate simple, cohesive groups of ideas to present for review and critique to creative comprehensive examples with a goal of advertising campaign development. (PC 1, 2, 4, 5)

**Required Texts:** There is no required text for this course.

**Supplementary Readings:** There are no supplementary readings for this course.

#### Supplies:

HARDWARE:

- Apple MacBook Pro 2.5 GHZ 15-inch Retina Display with 512 GB Flash memory (\$2,429.00)
- Three-Year Apple Care warranty (\$239.00)
- G-Technology 500GB G-DRIVE mobile USB Portable Hard Drive (\$80.00)
- A mouse (\$25.00)

SOFTWARE:

- Microsoft Office, Student/Teacher edition (\$149.00)
  - Word, Excel, PowerPoint, Entourage/Outlook
- Adobe Creative Cloud subscription @ 19.99 per month with annual contract: \$ 240.00 / one year, \$480.00 two years.
- Adobe Creative Cloud subscription @ 29.99 on a month per month basis

Total Estimated Hardware & Software Cost: \$ 2,922.00 (\$3,402.00 with two year Creative Cloud subscription)

**Supplemental Supplies:** There are no supplementary supplies for this course.