

## ADVERTISING AND PR GRAPHICS (JOUR 336 EA)

Fall 2011

Instructor: Tatyana Dumova, Ph.D.  
Course: M 6-9:15 P.M.; Academic Hall Room 608  
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### Course Description

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive communications. Students will use desktop publishing and design programs, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, ads or corporate logos. Upon completion of this class, students will have an advertising or public relations campaign to add to their portfolios. Prerequisite: JOUR 407 or permission. Dual listed as JOUR 536.

### Course Objectives

The learning objectives of this course are for students to:

- Identify the nature of design fundamentals and applications.
- Recognize the terminology used by other professionals when managing professional publications.
- Grasp the organizational environment for which you are conceptualizing and designing an idea, or for serving in a supervisory capacity.
- Employ the standard tools for creating and publishing industry-standard designs.
- Develop a “big idea” for a design campaign.
- Create an idea for a campaign for a product or organization that can be used to develop a practical and reproducible final product which reflects the organization’s image to the targeted customer.
- Evaluate projects using computer based tools.
- Identify types of research used by PR and Advertising professionals that influence the design process.

### Required Textbook

White, A. W. (2007). *Advertising design and typography*. New York: Allworth Press.

### Recommended Reading

Landa, R.(2010). *Advertising by design* (2nd ed.). Hoboken, NJ: John Wiley & Sons.

Arnheim, R. (2004). *Visual thinking*. Berkeley, CA: University of California Press.

Young, J. (2003). *A technique for producing ideas* (Advertising Age Classics Library). New York: McGraw-Hill.

## Methods of Instruction

Methods of instruction include but are not limited to lecture and demonstration, individual and group assignments, in-class design exercises, as well as the use of Web-based instructional technologies.

## Methods of Evaluation

In-Class Exercises (due by the end of each class)	30%
Logo Design Project	10%
Display Ad Project	10%
Product Catalog Project	10%
Packaging Design Project	10%
Two Exams (Midterm and Final, 15% each)	<u>30%</u>
	100%

## Expectations & Policies

### *Grading Policy:*

A: 93-100%; A-: 90-92.9%; B+: 87-89.9%; B: 83-86.9%; B-: 80-82.9%;  
C+: 77-79.9%; C: 73-76.9%; C-: 70-72.9%; D+: 67-69.9%; D: 63-66.9%; D-: 60-62.9

*Deadlines:* To be successful in this class, you may want to complete all the projects on time. In-class assignments are due at the end of each class period. For each day a project is late 3% of the grade will be deducted.

*Academic Integrity:* All students are subject to the code of student conduct, including but not limited to, issues of Academic Honesty and Integrity.

*Backup Storage:* Students are responsible for keeping backups of all projects.

*Attendance Policy:* Students are expected to attend all classes and arrive on time with required materials. Absences will result in a lower grade. Students will be allowed a maximum of three absences. Every absence above three will result in 5% being deducted from the student's final grade. Excused absences may be taken into consideration if they are accompanied by a note from a doctor. It is also very important to arrive on time for class. Entering the classroom late is disruptive for the other students and instructor, and the student will be behind in the coursework for the day. Any student arriving more than 15 minutes late for class will be marked as absent.

*Disability Accommodations:* If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success (PAS), 701 Lawrence Hall, (412) 392-3870. The PAS Office will provide specific information on the Point Park College ADA Policy and application procedures to the student. PAS will also contact individual instructors to verify a student's eligibility and to make arrangements for individualized accommodations.

*Cultural Diversity:* Point Park University recognizes its responsibility to create and maintain an environment that affirms the diversity of people and ideas. Point Park University embraces, supports and actively pursues a policy of inclusiveness that recognizes, values and reflects the diversity of the community we serve and the world in which we live.

### *Library*

The Library is located in the University Centre at 414 Wood Street. Many resources are available 24/7 through the Library's Web page and if you're off campus, you can access the databases and e-books by using your Point Park University e-mail password and log in. Librarians are available to help you find the resources you need for your research. Contact the Library at 412 392-3171, in person, by e-mail at [library@pointpark.edu](mailto:library@pointpark.edu), through IM or by texting to 66746 and starting your question with *pointlib*.

### Course Schedule

<b>Date</b>	<b>Course Content</b>
Aug 29	Introduction to the Course. What is Advertising Design? Reading: White, Introduction
Sept 5	<i>Labor Day Holiday</i> , no class
Sept 12	Digital Design for Advertising and PR: The Nature and Impact of Visual Communication. Reading: White, ch. 1, 3
Sept 19	Advertising Design Process. Four Levels of Advertising Reading: White, ch. 2, 4. <b>Logo Design due</b>
Sept 26	Advertising Design Principles. Reading: White, ch. 4, 5
Oct 3	Elements of an Ad. Reading: White, ch. 6, 9. <b>Display Ad due</b>
Oct 10	The Ad Campaign. Reading: White, ch. 5, 6
Oct 17	The Ad Campaign (continued). Reading: White, ch. 5, 6. <b>Product Catalog due</b>
Oct 24	Branding/Identity Design. Reading: White, ch. 4
Oct 31	<b>Midterm Examination</b>
Nov 7	Package Design. Reading: White, ch. 1, 7
Nov 14	Promotional Design Reading: White, ch. 7. <b>Packaging Design due</b>
Nov 21	<i>Thanksgiving Recess</i> , no class
Nov 28	Typographic Design. Reading: White, ch. 8-10
Dec 6	Progress Review.
Dec 13	<b>Final Examination</b>

Note: This schedule is subject to change.