

ADVERTISING DESIGN (AD) | Gale Litchfield, Certificate Advisor

Students are introduced to the creative, conceptual and technical skills necessary to enter or advance in the field of advertising with a focus on messages deliverable through print, broadcast or digital media. By developing skills in marketing, production planning and critical thinking, students learn to design effective advertising campaigns. This focused study results in a portfolio that demonstrates innovative approaches to market minded communications and greater sensitivity to the practical considerations driving both consumers and businesses.

ADVISOR BIO:

Gale Litchfield: BA, UMass; MED and Certificate of Advanced Graduate Study, Boston State College. Creative director and managing partner of her own advertising agency, Litchfield & Creative Partners, she has received regional and national awards for her creative excellence.

REQUIRED COURSES	PREREQUISITES	SEMESTER	HOURS
Foundation Level			
Overview of Advertising Design	None	W, SU	18
Introduction to Graphic Form	None	F, SP	36
Advertising Ideas: Capturing Creative Thought	None	F	36
Digital Tools for Print Design or Digital Design for the Screen	None	All	36
Copywriting: Using Words to Persuade	None	SU	18
Level One			
Thinking Visually	Digital Tools for Print Design or Digital Design for the Screen	F, SP	36
Designing an Ad Campaign	Advertising Ideas	SP	36
Marketing	None	W	18
Brand Development: The Power of the Known Name	Foundation Level	F, SP	36
Level Two			
Creative Strategy for Broadcast Design	Digital Tools for Print Design or Digital Design for the Screen	SU	18
Advertising Design Studio	Designing an Ad Campaign	F	36
Preliminary Portfolio Review	All above courses	*	
Portfolio			
Final Projects: Advertising Design	Level Two	SP	36
Final Portfolio Review	All above courses	SP	
Electives			
Courses designated AD-E (varies by semester) totaling 72 contact hours		All	72

total contact hours: **432**

* Individually scheduled.

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ADVERTISING DESIGN (AD)

FOUNDATION LEVEL

Overview of Advertising Design

ADV-0701

Students in this course examine the core aspects of advertising from its emergence as a force in American culture to current developments in electronic media. While reviewing such basic components of advertising as marketing goals, concept development, good design, copywriting and strategic problem solving, students come to understand the day-to-day realities of working for an advertising agency. The course further illustrates how the art of selling products and services has changed over time, with today's consumers more diverse, sophisticated and attuned to various media. In the process, students gain insight into how campaigns are conceptualized, created and produced, and how brands get established in such advertising venues as print, broadcast and the Internet. *Note: This is not a computer-based course.*

Introduction to Graphic Form

PRNT-0714

This course introduces the principles of two-dimensional design in the context of graphic design. Students explore and develop an understanding of visual relationships through the use of such elements and principles as line, shape, value, texture, rhythm, form, counterform, contrast, juxtaposition, progression and sequence. As they review the basic concepts and vocabulary of design, students learn how to critique and discuss visual work. The emphasis throughout is on exploring design through the dynamics of form, letterform and typographic elements. *Note: This is not a computer-based course.*

Advertising Ideas: Capturing Creative Thought

ADV-0719

The concept behind an ad is the creative idea that drives the headline, copy and visuals. A well-developed concept enhances the marketing message with humor, drama, intrigue or emotion, attracting interest and making the product stand out in a truly memorable way. Learning to create a successful advertising concept inevitably begins with an understanding of thought processes and inventive problem-solving techniques. These might include brainstorming, alternative and random thinking, and identifying patterns, sequences and cycles. Ultimately, students learn to find original, even unique, sources of ideas as they draw upon their creative thinking skills to design compelling advertising campaigns and messages. *Note: This is not a computer-based course.*

Digital Tools for Print Design

DFOU-3543

This course helps novice users become more confident – and intermediate students more competent – with computer-based design. We introduce the Apple computer and its operating system along with Adobe Photoshop, Illustrator and InDesign, and discuss the capture, transfer, manipulation and delivery of images. Proper digital workflow is revealed through class exercises and lecture, as students learn to output content for the printed page. Completion of this course provides you with valuable skill sets relied upon by all productive graphic designers, illustrators and draftsmen.

Digital Design for the Screen

DFOU-3542

The screen is the entryway through which we view our digital world. This introductory but fast-paced course begins with the real hardware assets (processors, monitors, memory) needed for digital design work, and from there moves on to the software tools and protocols that impact what can be viewed on the screen – QuickTime, HTML and the components of Adobe's Creative Suite of software tools. All the elements can be daunting, but once explained, we're well on the way to digital fluency which, in turn, leads to original and unexpected visual solutions. This 12-session course enables students to better understand computer aided design and digital workflow, as we gather, preserve, modify and combine images, text and information until they comprise examples of well considered design.

Copywriting: Using Words to Persuade

ADV-0713

Make no mistake about it; consumers are compelled to take action by the siren call of powerful words. Students in this course develop their writing skills for print, radio, television and the web as they learn how ideas become ads and how ads become persuasive selling tools. Working with actual advertising scenarios, students start with small-scale assignments and eventually create complete campaigns. Weekly assignments provide the experience required to develop effective, creative copywriting skills.

LEVEL ONE

Thinking Visually

DSN-0776

What is the perfect recipe for a persuasive graphic design solution and how do you combine those ingredients for the best effect? Each variable is subject to choice and, whether shrewdly or poorly made, those choices cannot help but change the overall impact of the project. Students in this course are introduced to image making methods that are determined by underlying graphic and typographic messages. Assignments are devised to reinforce conceptual thinking and to foster understanding and evaluation of source information. The aim is to empower the graphic artist/advertising designer with a full visual literacy that best serves the project's needs.

Designing an Ad Campaign

COMAD-0703

An ad campaign is a planned, coordinated sales effort that runs over a period of time and usually involves a variety of media. Many inventive and effective campaigns have not only made products recognizable and profitable for the seller, but have also won awards for their creators. What qualities do these memorable ads have in common? That question is explored in this course through case studies, class exercises and a final project. By analyzing examples of successful campaigns, students are immersed in the process professional marketers use to produce results. Students then apply this knowledge to develop a multimedia campaign that solves a particular marketing problem. From creative strategy to research to developing the final presentation, this course simulates an authentic ad agency experience and provides students with an impressive ad campaign for inclusion in their professional portfolios.

Marketing

ADV-3556 (Online Course)

ADV-0730 (Traditional Format)

Here is a practical overview of virtually every aspect of consumer product marketing -- the process of identifying, satisfying and sometimes even creating the consumer's needs. From case histories and hands-on assignments, students learn the operative principles of situation analysis; primary and secondary market research; demographic and psychographic market segmentation; direct response marketing; sales promotion; point-of-purchase and packaging strategies; and public relations. Required for Advertising Design certificate candidates, this course is also useful for creative directors, copywriters, product managers, account executives and others interested in influencing consumer behavior.

Brand Development: The Power of the Known Name

COMAD-0732

To one degree or another, our perception of every product is influenced by the power of branding. It is both the most sought-after and the least understood force in marketing and communication today. This course explores the historical origins of the brand, and the reasons some succeed and many more fail. It also provides students with the essential tools necessary for creating and maintaining effective brand strategies. Through hands-on class projects, field trips, guest lectures and case studies, students explore the importance of target audience definition, their emotional and rational connections to specific brands, and the multiple touch points that can make or break a brand's equity. This course should prove useful for any student seeking a career in advertising, design or web development, as it provides a basis for creating and refining a more effective portfolio.

LEVEL TWO

Creative Strategy for Broadcast Design

ADV-0702

Whether a thirty-second TV commercial or a thirty-minute infomercial, it all begins with a creative strategy. And before strategizing, advertising professionals need to answer certain questions: Why purchase our product? Which groups comprise our demographic? Who are our competitors? How can we stand out visually? What is the call to action? This course takes you from concept to script and storyboard, and onward to casting, shooting and editing as we try to understand how pictures and words work together. Indeed, in each class session we strive to reveal the challenges and excitement that broadcast designers encounter every day. Ultimately, students leave the class with well-conceived storyboards for thirty-second TV commercials, which they can use in their portfolios or as the basis for projects in a subsequent video production course.

Advertising Design Studio

ADV-2613

Just take a look at any newspaper or magazine to see how print advertising employs graphic design to sell products, influence consumer tastes and convey information. This course teaches students how to integrate the creative process with marketing considerations in order to produce effective advertising. Students learn how professionals use various strategies to determine the placement of ads in formats that include print publications, billboards, product packaging and signage. Lectures and discussions supplement studio assignments, and finished pieces can be added to the student's portfolio.

PORTFOLIO

Final Projects: Advertising Design

Final Projects coursework offers students the opportunity to synthesize a wide variety of approaches, tools and concepts related to their certificate program and to develop samples of work for a portfolio. Whether refining an existing piece of work or creating something new, students receive guidance in choosing their strongest creative and visual solutions, and in compiling a group of samples that best represents them and their work.