

Springfield Technical Community College

ACADEMIC AFFAIRS

Course Number: 6AT 235

Department: Graphic Arts Technology

Course Title: Creative Design Development for Advertising

Semester:

Objectives / Competencies

| Course Objective | Competencies |
|---|---|
| 1. Student will demonstrate an understanding of the influence of the creative strategy on the design direction of various elements within an advertising campaign and the role each creative team member fulfills; the necessary items to be included in the creative brief; its purpose and effect on the overall creative process | <ol style="list-style-type: none">1. Explain the relationship of the creative strategy and the creative process2. Describe the members of a creative team and their primary responsibilities in the advertising process3. Describe the Creative Brief and the purpose it services in the creation and production of successful advertising |
| 2. Students will demonstrate an in-depth understanding of how copy-writing influences the creative direction of the advertising layout, the process used in creating layouts, and the various artists' responsibility at each level of the advertisement design process. | <ol style="list-style-type: none">1. Describe the various types of artist used in the creation of advertising2. Explain the role of the copywriter relative to other members of the creative team3. Explain the creative process and the purpose of layout concepts and the steps used in their creation |
| 3. Students will demonstrate the steps necessary to create copy boards, storyboards, layouts, and the associated processes used in the production of finished advertisements using computer software applications including Photoshop, Illustrator, Dreamweaver, and Indesign as well as determining production estimates and associated cost | <ol style="list-style-type: none">1. Explain the creative development process for radio, television, and print advertisements from concept through final production2. Describe the production methodology used in creating advertisements for print, electronic, and digital media3. Describe various computer applications used in the production process for different advertising media4. Explain the cost associated with the creation and production of advertisements and principles used to estimate production times |

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| 4. The student will demonstrate an understanding of the advantages and limitations of reproduction for full-color images and typography in a wide range of print media; the options for creating portable document files based on the reproduction capabilities of each print media; and the elements used in creating Portable Document Files, PDFs. | <ol style="list-style-type: none">1. Describe the principles of ad creation as it relates to newspaper and magazine advertising2. Explain the production processes of newspapers and magazines, the benefits and disadvantages of each and how the design and ad preparations is influenced by each media3. Explain the elements of the portable document file its use in the final production of printed ads and how to manage their creation to insure reproduction quality |
| 5. Students will demonstrate the creation of a direct mail campaign using the various marketing elements and tactics used for copy-writing, graphic design, production, and distribution | <ol style="list-style-type: none">1. Describe the direct mail media process and the variety of elements used in a direct mail campaign2. Explain the direct mail design process and the market research that determine the copy, graphics, and production strategy3. Explain the possible distribution channels and how they determine the physical design perimeters |
| 6. The student will demonstrate the ability to create and produce an on-line promotional campaign which incorporated interactive ads, search engine optimization and conforms to the technical limitations of the media | <ol style="list-style-type: none">1. Describe Internet-interactive advertising and the benefits of the media2. Explain the software application used in developing on-line promotion and advertisements3. Explain the design process, production requirements, and technical advantages of digital advertising |

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| 7.. The student will demonstrate the creative processes used in different types of agencies and an in-depth understand of the role of the art director and creative director in the advertising design process. | <ol style="list-style-type: none"><li data-bbox="1160 555 2056 624">1. Describe the creative environment of an advertising, design studio, and boutique studio and how the product of each differs<li data-bbox="1160 647 2056 716">2. Describe the hierarchy within a Full-Service Advertising Agency and how the creative team interfaces with other team members<li data-bbox="1160 740 2056 809">3. Explain the roles of the Creative Director and the Art Director in a full-service agency |