Alexandria Technical and Community College

COAR 2616: Advertising Design I

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *.*
OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisites
   COAR 1614 - Communication Design I (Number of Years Valid: 5)
   COAR 1615 - Communication Design II (Number of Years Valid: 5)

Corequisites: None
MnTC Goals: None

This computer intensive course explores the contemporary advertising market. The student learns more about print advertising, the strategies used to "sell" the consumer, and the technical and creative aspects of putting together interesting advertising materials in this challenging and dynamic field. By completing a series of advertising projects on the computer, the student learns to solve design problems using a step-by-step creative process. Prerequisite: COAR1614 and COAR1615.

B. COURSE EFFECTIVE DATES: 12/09/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Review elements and principles of design.
   2. Review creative process.
   4. Explore strategic platforms.
   5. Analyze headline and body copy styles.
   6. Develop headline and ad copy.
   7. Analyze visual categories.
   8. Explore concept building techniques.
   9. Design in various communication mediums.

D. LEARNING OUTCOMES (General)

   1. The learner will demonstrate an understanding of typography and ad design by creating projects using type in headlines and body copy in various ad sizes.
   2. The learner will create practice assignments following the creation steps of an ad.
   3. The learner will develop an understanding of communication in advertising design by writing headline and ad copy as well as designing the ad.
   4. The learner will demonstrate the use of brochures in advertising by creating a 6-panel project with type and graphic images.
   5. The learner will demonstrate the importance of advertising in posters by creating a design that is attractive and communicates a message.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted