

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: AGD 212 Advertising Design II

Department: Visual, Performing and Media Arts

Chairperson: Annie Hogan

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Prerequisite(s): AGD 213 and AGD 219

Course Description:

This course is designed to give the student the feel of working, in teams, on a professional advertising campaign. Two presentations are required: First, a researched exposition of the product or service, and second, the team presentation of the final advertising campaign, along with portfolios of their individual contributions. Typical elements required are: corporate identity, magazine or trade journal ads, billboards or posters, direct mail pieces, sample packaging, storyboards for video ads, etc. This final presentation is videotaped

Co-requisites: N/A

General Education Status: Social Science

Credits: 3

Lecture Hours: 2

Lab Hours: 3

Learning Outcome

1. Create an advertising campaign, including writing and presenting the project strategy, and all other proposed written and graphic elements.
2. Demonstrate teamwork in concept and visuals development for juried presentation.
3. Originate and analyze various approaches to visual and text consumer communications strategies.
4. Utilize contemporary presentation methods, both in the campaign and in its presentation.
5. Compile a professional level portfolio of written and artistic project work.

Course Content Areas:

Develop a concept

Break into teams and come up with a new and innovative product or service.

Research and develop

Teams research existing products in order to develop a new concept.

Presentation

Teams present their concept to colleagues in a classroom setting, and brainstorm together with classmates on the team's concept. Negative as well as positive constructive feedback is encouraged. Using required outline, students present their steps in a start-to-finish realistic advertising campaign.

Corporate Identity

Unique and individual corporate identity is presented to the class and is critiqued by both the professor and classmates.

Weekly Consultations

Teams meet with class professors individually to discuss their progress every week. The team's work is critiqued and folders are presented for weekly review.

Final Presentation

Teams present their final advertising campaign complete with display board and all aspects of the campaign, such as the original corporate identity, magazine ad, trade journal, newspaper ad, billboard or poster, package design (if applicable), or mailer, radio spot or storyboard basic web page design (projects vary depending on the product or service). Students submit a final portfolio of their work along with a price chart. This realistic practice campaign is videotaped.