

Journalism 271

Advertising Copywriting

This is a course in creative thinking and advertising copywriting. It is intended to give you a beginning sense of the problems and duties of an advertising copywriter.

Your grade will result from the following evaluations:

1 print portfolio	33%	Thursday, February 28
Group Campaign	16.5%	Tuesday, April 1
Reading Test	16.5%	Tuesday, April 8
1 Final Project	34%	Final 3 classes

Grades will be mathematically calculated on the following values:

A	4.0	C+	2.3
A-	3.7	C	2.0
B+	3.3	C-	1.7
B	3.0	D	1.0
B-	2.7	F	0.0

All assignments must be typed and neat. Late assignments will be penalized one full grade point. Papers more than three days late will automatically be given a failing grade.

Subjectivity Notice

Advertising is a *subjective* business. My creative judgment is, without a doubt, subjective. This is the nature of evaluation in advertising and cannot be changed without compromising the realism of the course.

Required Reading:

Twenty Ads that Shook the World By James Twitchell (Student Stores)

The Future of Advertising By Joe Cappo (Student Stores)

Creativity Notice

Creative gifts vary from student to student. While a genuine standard of excellence will be required to receive an "A" grade, no student will fail because of a lack of inherent creative ability. Sincere effort to master course material will result in a passing grade.

Class 8 –F5 **Television II—Portfolio A**
Class 9- F7 **Television III (Chapter 18—Apple’s 1984**
 Chapter 14—Anacin
 Chapter 10—Volkswagen Beetle)—Portfolio B

Class 10-F12 **Production (Twitchell: Chapter 20—Nike)—Portfolio A**

Class 11-F14 **Art Direction I (Cappo: Chapter 5-6-7)—Portfolio B**

Class 12-F19 **Art Direction II (Twitchell--Chapter 9—Coke and Christmas**
 Chapter 3—Pear’s Soap
 Cappo: Chapter 8&9)—Portfolio A

Class 13-F21 **New Media—Portfolio B**

Class 14-F26 **New Media II (Chapter 6—Queensboro**
 Chapter 7—Kid in Upper 4
 Cappo: Chapter 10&11)

Class 15-F28 **Guest**

Class 16-M4 **Group Meeting (Portfolios Due)**

Class 17-M6 **Clio Awards**
 Spring Break March 11-13

Class 18-M18 **Radio & Outdoor (Cappo: Chapter 12)**
Class 19-M20 **Multi-Media Campaigns**

Class 20-M25 **Advertising and Creativity (Twitchell: Chapter 15-LBJ**
 Chapter 16 –Charlie
 Chapter 19-Infomercials)

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Class 21-M27 **Group Meeting**

Class 22-A1 Group Presentation

Class 23-A3 Business Presentation

Class 24-A8 Reading Test

Class 25-A10 The First Job in Advertising

Class 26-A15 Trends and Social issues

Class 27-A17 Final Project Presentations

Class 28—A22 Final Project Presentations

Class 29-A24 Final Project Presentations

May 1 12:00 Final Projects returned