



**New York City College of Technology**  
The City University of New York

**Department of Communication Design**

## **COMD 3600 – Advertising Portfolio Development**

### **Course Description**

Student teams respond to design studio or agency briefs that originate from annual student competitions from industry organizations such as the One Club, Art Director’s Club, Design & Art Direction or Society of Publication Designers. In collaboration, students simulate professional roles to develop creative concepts.

2 cl hrs, 2 lab hours, 3 cr

### **Prerequisite:**

COMD 2400 or department permission

### **Course Objectives:**

| <b>INSTRUCTIONAL OBJECTIVES</b>   | <b>ASSESSMENT</b>   |
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| <b>For the successful completion of this course, students should be able to:</b>                                      | <b>Evaluation methods and criteria</b>  |
| Complete the conceptual process needed to solve design problems.  | Demonstrate research skills in the quality of their initial thinking in their thumbnail sketches.                         |
| Use a wide range of tactics to achieve the marketing & advertising goals  | Demonstrate visual literacy in the amount of rough options developed for discussion and critique.                         |
| Establish role clarity within creative partnerships and develop a comfort level with solving large problems in teams. | Demonstrate teamwork in their ability to develop, present, and defend their ideas as a group during the critique process. |

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| Demonstrate the ability to propose copy driven campaign tactics expressed in text ads, headlines or body copy in their advertising campaigns.                     | Demonstrate conceptual proficiency expressed in their written portion of their assignments.                             |
| Accomplish the primary goals of customer awareness, acquisition, retention and driving traffic (in store or online) with traditional and nontraditional channels. | Demonstrate proficiency in using visual and verbal elements to achieve brand objectives in the final in class critique. |

| <b>General Education Outcome covered:</b>  | <b>How the outcome is assessed:</b>  |
|--|--|
| <b>Critical Thinking</b><br>Think critically to evaluate evidence and the perspectives of others before accepting or formulating an opinion. | Evaluate through class critique to determine how well students were able to develop words and pictures that are on brand, on strategy, and on message for their intended target. |
| <b>Team Work</b><br>Demonstrate the capacity to collaborate on teams of diverse composition  | Evaluate the collaboration and integration of the team through evaluating how cohesive and unified the project outcome is.   |

### Teaching/Learning Method

- Critiques/Discussion
- Readings
- Conceptual Examples
- Application and conceptual development
- Strategic thinking expressed through writing
- Teamwork
- Verbal presentation of Ideas

### Suggested Texts

Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads  
 by Luke Sullivan

Advertising Concept Book (Second Edition)  
 By Pete Barry

Advertising Concept and Copy,  
 by George Felton  
[http://www.amazon.com/George-Felton/e/B001HCW85U/ref=sr\\_ntt\\_srch\\_lnk\\_1?qid=1442953870&sr=1-1](http://www.amazon.com/George-Felton/e/B001HCW85U/ref=sr_ntt_srch_lnk_1?qid=1442953870&sr=1-1)  
[http://www.amazon.com/George-Felton/e/B001HCW85U/ref=sr\\_ntt\\_srch\\_lnk\\_1?qid=1442953870&sr=1-1](http://www.amazon.com/George-Felton/e/B001HCW85U/ref=sr_ntt_srch_lnk_1?qid=1442953870&sr=1-1)

### Required Materials

14" x 17" Bienfang Graphics 360 Marker paper, 2 rolls of masking tape and 4 black double tipped Sharpie markers

**Suggested texts:**

One Show Annual (last 5 years), D&AD Annual (last 5 years), Art Directors' Club Annual (last 5 years), Communication Arts, CMYK, Archive & adsoftheworld.com

**Attendance (College) and Lateness (Department) Policies:**

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop from your grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

**Academic Integrity Standards**

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

**Grading**

15% – In class productivity (critiques and discussion)

85% – Conceptual and Design work and presentations

**Topics**

| <b>WEEK</b> | <b>Lecture Topic</b>   | <b>Laboratory Exercise</b>   | <b>Homework Assignment</b>   |
|-------------|--|--|--|
| 1           | Introduction, review class syllabus, etc. Continuation of multi-channel Promotional Advertising from 3500, it's various channels and achieving business goals in the various channels. Introduce relevant examples of award winning creativity, discuss evaluation criteria, and determine the primary objectives of the campaign. Show an example of the strategic framework in class. Assign groups. | Creative Assignment: Introduce Brief 1<br>HW: Written scope of work: Breakdown of channels and who will do what. This is to be written and handed in (1) per group. This is the plan. any photo-shoots, illustration and presentation will need to be thought out in this stage. | <b>DUE NEXT CLASS:</b><br>Concept: Tight sketches, written or designed concepts, headlines, tag lines, and channels. Each campaign must have a Facebook or social media concept, iPad or iPhone app. Webisodes, OOH, guerrilla, broadcast, events or print is to be used as needed to accomplish campaign objectives. This |

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|   |                                 |   | is to be sketched and marked up per group.  |
| 2 | Internal concept review         | Presentation of report and preliminary roughs of retail campaign for class critique.  | HW: Begin producing ideas signed off on by professor<br><br>DUE NEXT CLASS: Beginning Design: Comps to critique, copy deck and imagery to evaluate. This is the time to shoot or illustrate. This is to be printed (b&w or detailed illustration) with a written copy deck to be marked up per group. |
| 3 | Revised concept review          | Critique and discussion   | HW: Continue refining ideas<br><br>DUE NEXT CLASS: Further refined art, copy, channels and messaging. Presentation thoughts discussed. All executions in each channel to be shown in some form next class.  |
| 4 | Final concept review            | Critique and discussion   | Bring ideas to completion for Deadline and presentation<br><br>DUE NEXT CLASS: A clear concept and delivery of what was written in the scope of work will be expected.  |
| 5 | Brief 1 DEADLINE & Presentation |   | Give Brief 2  |
| 7 | Introduce Brief 2               | Review of written scope of work: Breakdown of channels and who will do what. This is to be written and handed in (1) per group. This is the plan. Any photo-shoots, | DUE NEXT CLASS: Concept: Tight sketches, written or designed concepts, headlines, tag lines, and channels. This   |

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|    |                                 | illustration and presentation will need to be thought out in this stage.  | is to be sketched and marked up per group.  |
| 8  | Internal concept review         | Critique and discussion   | HW: Begin producing ideas signed off on by Professor<br>DUE NEXT CLASS: Beginning Design: Comps to critique, copy deck and imagery to evaluate. This is the time to shoot or illustrate. This is to be printed (b&w or detailed illustration) with a written copy deck to be marked up per group. |
| 9  | Final concept review            | Critique and discussion   | HW: Bring ideas to completion for Deadline and presentation<br>DUE NEXT CLASS: A clear concept and delivery of what was written in the scope of work will be expected.  |
| 10 | Brief 2 DEADLINE & Presentation |   | Give Brief 3  |
| 11 | Assign Brief 3                  | Review written scope of work: Breakdown of channels and who will do what. This is to be written and handed in (1) per group. This is the plan. any photo-shoots, illustration and presentation will need to be thought out in this stage. | DUE NEXT CLASS: Concept: Tight sketches, written or designed concepts, headlines, tag lines, and channels. This is to be sketched and marked up per group.  |
| 12 | Internal concept review         | Critique and discussion   | HW: Begin producing ideas signed off on by CD<br>DUE NEXT CLASS: Beginning Design: Comps to critique, copy deck and imagery to  |

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|    |   |                         | evaluate. This is the time to shoot or illustrate. This is to be printed (b&w or detailed illustration) with a written copy deck to be marked up per group.  |
| 13 | Revised concept review  | Critique and discussion | HW: Continue refining ideas<br><br>DUE NEXT CLASS: Further refined art, copy, channels and messaging. Presentation thoughts discussed. All executions in each channel to be shown in some form next class. |
| 14 | Final concept review  | Critique and discussion | HW: Bring ideas to completion for Deadline and presentation<br>DUE NEXT CLASS: A clear concept and delivery of what was written in the scope of work will be expected.                                     |
| 15 | 3 <sup>rd</sup> and Final Presentation. Students also hand in CD or thumb drive with all work from the semester |                         |  |

## Bibliography

### Sites

<http://www.oneclub.org/oc/education/youngones/>

<http://adcglobal.org/events/student-deadline-adc-94th-annual-awards/>

<http://www.dandad.org/en/new-blood-awards/>

<http://www.spd.org/competitions/student.php>

<https://www.luerzersarchive.com/en/magazine.html>

<http://adsoftheworld.com/>

## **Books**

Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads  
by Luke Sullivan

Advertising Concept Book (Second Edition)  
By Pete Barry

One Show Annual Awards (last 5 years)  
Art Director's club Annual Awards (last 5 years)  
D&AD Annual Awards (last 5 years)  
SPD Annual Awards (last 5 years)