



## **PR 343: Advertising Design and Production 4 Units**

**Spring 2023 – Thursdays – 6-9:20 p.m.**

**Section:** 21144R

**Location:** ANN 211

**Instructor:** Dennis Canon

**Office:** In Classroom or Zoom

**Office Hours:** By appointment

**Contact Info:** [dcanon@usc.edu](mailto:dcanon@usc.edu)

### **Course Description**

This course is for the students interested in gaining a working knowledge of the creative process associated with developing creative brand campaigns within the advertising industry. This course will provide the student with introductory skills and tools needed for creative art direction, design, and production in advertising. Projects will include development and execution of concept-based advertisement, creative briefs, headlines (copywriting) typography, color, layout, design, campaigns: commercial, digital branding, social media and activation, logos, and promotional events. The role of the creative team (Art Director and Copywriter) will be emphasized but the focus of the class will be on the role of the Creative Art Director/Designer in the visual and conceptual development of campaigns through various mediums and media. The role of the agency and design studio in developing, maintaining, or shifting a client's brand image will also be explored. Strategic Creative Briefs will be explained and required for each project. Mandatory and on-going class critiques will be a part of every project and are necessary in sharing ideas, learning from one another, and improving individual student work. Students will execute work independently, in teams and in class work sessions on their own laptops, therefore, some working knowledge of the Adobe CC suite: InDesign, Photoshop and Illustrator is recommended. If needed, free online software tutorials on Lynda.com are available to help facilitate and complete projects. The Adobe Suite is available free to Annenberg students while currently enrolled at USC – instructions are posted on Blackboard.

### **Student Learning Outcomes**

At the end of this course, students will be able to:

- Define and identify basic advertising industry terminology
- Describe the fundamentals of advertising design and its role in the creative process
- Construct a creative brief for a brand development project
- Recognize the creative development process by designing a logo, update product packaging and develop an ad campaign.
- Produce an interview-ready mock portfolio
- Develop an ad campaign for a chosen brand and design its marketing materials.
- Develop team-oriented mindset to work collaboratively in local and global communities.

**Prerequisite(s):** PR 340 Introduction to Advertising. Some knowledge of Adobe Creative Suite programs. Review tutorials on LinkedIn Learning for Photoshop, Illustrator and PowerPoint (for students unfamiliar with these programs).

### **Course Notes**

Grading Type will be letter grade. Copies of lecture slides and other class information will be posted on Blackboard.

## Description and Assessment of Assignments

A series of thought-provoking articles recommended by the instructor will be provided. See Blackboard and syllabus for specific readings.

To truly understand advertising design, you need to peruse print/online publications like the following on a regular basis: Communication Arts (CA), Entertainment Weekly, GQ, Vogue, AD AGE, ADWEEK, DIELIN, PRINT and AdAge. Other relevant reading or reference material will be introduced in class throughout the term.

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This is a hands-on design work on the computer. You will be given time to work on your projects in-class so students must bring their laptops every class session. We will have work-session every class. Assignments will be finalized in class or off-site and turned in at the given due date and uploaded on Blackboard. Students will not be required to be computer geniuses, but you will need to understand the basic usage of software, equipment, and tools of the Creative Art Director.

## Grading

### a. Grading Breakdown

Description of assessments and corresponding points and percentage of grade.

Assessment Tool (assignments)	Points	% of Grade
<b>Project 1</b> - Logo Design of a food brand (found in grocery stores only).	20	20%
<b>Project 2</b> - Packaging rebrand of the product from Project 1. Redesign the packaging showing the front and back view of the packaging.	25	25%
<b>Project 3</b> - Develop an advertising campaign layout for Project 2 in sizes noted below.  Poster: 8.5w x 11h Display Ad: 300w x 250h pixel (vertical) Instagram Post: 1080w x 1080h pixels Bus Ad: 88" w x 30" h	30	30%
Homework - 10 homework x 1 points each	10	10%
Online Portfolio Development	15	15%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

### b. Course Grading Scale

Letter grades and corresponding point value ranges.

Letter grade and corresponding numerical point range		
95% to 100%: A	80% to 83%: B-	67% to 69%: D+ (D plus)
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+ (B plus)	74% to 76%: C	60% to 63%: D- (D minus)
84% to 86%: B	70% to 73%: C- (C minus)	0% to 59%: F

### c. Grading Standards

**“A” Projects** - The artwork shows *excellent* use of color, type, and layout. The design easy to understand and is visually compelling.

**“B” Projects** - The artwork shows *good* use of color, type and layout. The design relatively easy to understand and is somewhat visually compelling.

**“C” Projects** - The artwork could show better use color, type, and layout. The design is difficult to understand and is confusing.

**“D” Projects** - The artwork lacks thoughtful design.

**“F” projects** - No effort in creating artwork or did not turn in.

### Grading Timeline

Grades for each assignment will be posted on to Blackboard grading center no later than two weeks after the assignment has been delivered by the students.

### Assignment Rubrics

Grading rubrics for each assignment will be provided when project is assigned to the class.

### Assignment Submission Policy

- All assignments are due on the dates specified, prior to the class start time. Lacking prior discussion and approval from the professor, late assignments will automatically be given 0 points.
- Working files in PSD or AI and presentation files in PDF will be required for most assignments and final creative plan presentations.
- Assignments to be submitted via Blackboard. All students must submit their assignments in the designate folder within Blackboard Assignments section. Submit all assignments in original file format and in PDF.
- Assignments should include a subject line with the following naming convention:

**LASTNAME\_FIRSTNAME\_PR343\_PROJECT#\_ASSIGNMENT NAME**

### Required Readings and Supplementary Materials

Reading assignment will be posted in Blackboard and included in the syllabus

### Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

### Add/Drop Dates for Session 001

(15 weeks: 1/9/2023 – 4/28/2023; Final Exam Period: 5/3-10/2023)

Link: <https://classes.usc.edu/term-20231/calendar/>

Last day to add: Friday, January 27, 2023

Last day to drop without a mark of "W" and receive a refund: Friday, January 27, 2023

Last day to change enrollment option to Pass/No Pass or Audit: Saturday, January 28, 2023 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit:

Tuesday, January 31, 2023

Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, February 24, 2023 [Mark of "W" will still appear on student record and STARS report and tuition charges still apply.]

\*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

Last day to drop with a mark of "W": Friday, April 7, 2023

### Course Schedule: A Weekly Breakdown

*Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.*

	Topics/Daily Activities	Homework	Readings
<b>Week 01 01/12</b>	<ul style="list-style-type: none"><li>• Introductions</li><li>• Syllabus Overview</li><li>• Insight:<ul style="list-style-type: none"><li>• Creative Team</li><li>• Creative Brief</li><li>• Online Portfolio</li></ul></li></ul> Development  <ul style="list-style-type: none"><li>• <b>Project 1: Logo Design – Choose a Food brand found in grocery stores and create a new logo for the brand. (No alcoholic beverages)</b></li><li>• Insight: Lays Brand Overview: <a href="https://logos-world.net/lays-logo/">https://logos-world.net/lays-logo/</a></li></ul>	<ul style="list-style-type: none"><li>• Choose 3 food brands and research their past and present logos. Present next class session. Submit in Blackboard. 2pts</li> <li>• Choose (free) website for online portfolio</li></ul>	

	Topics/Daily Activities	Homework	Readings
<b>Week 02 01/19</b>	<ul style="list-style-type: none"> <li>• Present Brand logo research in class</li> <li>• How to write a rock-solid creative brief (with examples) PDF format uploaded to Blackboard. <a href="https://www.ziflow.com/blog/creative-brief">https://www.ziflow.com/blog/creative-brief</a></li> </ul>	<ul style="list-style-type: none"> <li>• Write a Creative Brief for your Projects 1-3. Present in class. Submit in Blackboard. Due next class: 2pts</li> </ul>	<ul style="list-style-type: none"> <li>• How to write Compelling Creative Brief <a href="https://www.workamajig.com/blog/creative-brief">https://www.workamajig.com/blog/creative-brief</a></li> </ul>
<b>Week 03 01/26</b>	<ul style="list-style-type: none"> <li>• Present Creative Brief in class</li> <li>• Resource Websites Info</li> <li>• Insight: A look at Choice Organic Tea Rebrand</li> <li>• In-Class work: Begin logo design</li> </ul>	<ul style="list-style-type: none"> <li>• Create 3 different version sketch of brand logo. Submit in Blackboard. Due next class: 2pts</li> <li>• Online Portfolio Development</li> </ul>	<p>The Impact of CPG Packaging on a Consumer.</p> <p><a href="https://medium.com/@anthembranding_boulder/the-impact-of-cpg-packaging-on-a-consumer-cc6614245642">https://medium.com/@anthembranding_boulder/the-impact-of-cpg-packaging-on-a-consumer-cc6614245642</a></p>
<b>Week 04 02/02</b>	<ul style="list-style-type: none"> <li>• <b>Guest Speaker</b> – Joe Campo CEO of McHale Design</li> </ul>	<ul style="list-style-type: none"> <li>• Create 3 color version logo chosen logo on color background of potential packaging design. Submit in Blackboard. Due next class: 2pts</li> </ul>	<p>Color Psychology: Get Your Brand to Stand Out (PDF provided in Blackboard)</p>
<b>Week 05 02/09</b>	<ul style="list-style-type: none"> <li>• Project 1 requirements</li> <li>• Insight <ul style="list-style-type: none"> <li>- Psychology of color</li> <li>- Psychology of fonts</li> </ul> </li> <li>• In Class Work Session</li> <li>• One/One, Q&amp;A, Office Hours</li> <li>• Review Portfolio Dev</li> </ul>	<ul style="list-style-type: none"> <li>• <b>PROJECT 1 DUE: 02/16/23</b></li> <li>• Online Portfolio Development</li> </ul>	<p>The Definitive Guide to Digital Ad Design. Chp. 1-3 (link in Blackboard)</p>
<b>Week 06 02/16</b>	<p><b>PROJECT 1 Presentation</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 2</li> <li>• Insights: <ul style="list-style-type: none"> <li>- Packaging Details</li> <li>- Principles of Design</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Create 3 rough layout of front panel of packaging. Due next session. 2pts</li> <li>• Work on Online Portfolio</li> </ul>	<p>Identity Design: Branding. Link below <a href="https://youtu.be/pR7tMnKghDs">https://youtu.be/pR7tMnKghDs</a></p>
<b>Week 07 02/23</b>	<ul style="list-style-type: none"> <li>• Guttenberg Diagram <a href="https://youtu.be/YcHgiwNAsSQ">https://youtu.be/YcHgiwNAsSQ</a></li> </ul>	<ul style="list-style-type: none"> <li>• Create 1 enhanced layout of front panel packaging. Due next session. 2pts</li> <li>• Online Portfolio Development</li> </ul>	

	Topics/Daily Activities	Homework	Readings
	<ul style="list-style-type: none"> <li>Coffee Bar Packaging   Inside an Agency's Packaging Design Process <a href="https://youtu.be/YJtQiJh-QU">https://youtu.be/YJtQiJh-QU</a></li> <li>Review 3 layouts with professor.</li> <li>In Class Demo: Adobe Photoshop</li> </ul>		
<b>Week 08</b> <b>03/02</b>	<ul style="list-style-type: none"> <li><b>Guest Speaker</b> (TBD)</li> </ul>	<ul style="list-style-type: none"> <li>Design back panel of packaging. Due next session. 2pts</li> </ul>	The Definitive Guide to Digital Ad Design. Chp. 4-6 (link in Blackboard)
<b>Week 09</b> <b>03/09</b>	<ul style="list-style-type: none"> <li>One/One review of front panel packaging</li> <li>Review Portfolio Dev</li> </ul>	<ul style="list-style-type: none"> <li>Finalized Front and Back panel of packaging</li> <li>Work on Online Portfolio</li> </ul>	
<b>Spring Break</b> <b>3/16</b>	<b>NO CLASS – SPRING BREAK</b>		
<b>Week 10</b> <b>03/23</b>	<ul style="list-style-type: none"> <li>Present packaging in class</li> <li>Discuss Project 3</li> <li>Insight: Moodboard</li> <li>Review Portfolio Dev</li> </ul>	<ul style="list-style-type: none"> <li>Create moodboard for Project 3. Due next session. 2pts</li> </ul>	<a href="https://www.toptal.com/designers/visual-identity/guide-to-mood-boards">https://www.toptal.com/designers/visual-identity/guide-to-mood-boards</a>  <a href="https://theinfluenceagency.com/blog/how-to-make-a-moodboard/">https://theinfluenceagency.com/blog/how-to-make-a-moodboard/</a>
<b>Week 11</b> <b>03/30</b>	<ul style="list-style-type: none"> <li><b>Guest Speaker</b> – Anthony Nex, Nex Photography</li> </ul>	<ul style="list-style-type: none"> <li>Create 3 rough layout for ad campaign. Due next session. 2pts</li> <li>Work on Online Portfolio</li> </ul>	
<b>Week 12</b> <b>04/06</b>	<ul style="list-style-type: none"> <li>In Class Assignment: Work on Ad campaign</li> <li>Share rough layout in peer group</li> <li>In Class Demo: Adobe Photoshop</li> </ul>	<ul style="list-style-type: none"> <li>Create 1 refined layout for ad campaign and apply to other size templates. Due next session. 2pts</li> </ul>	The Definitive Guide to Digital Ad Design. Chp. 10-12
<b>Week 13</b> <b>04/13</b>	<ul style="list-style-type: none"> <li>Insight – Review several exiting ad campaigns and determine messaging. Breakdown Anatomy of an Ad.</li> </ul>	<ul style="list-style-type: none"> <li>Continue working on ad campaign layouts</li> <li>Work on Online Portfolio</li> </ul>	

	Topics/Daily Activities	Homework	Readings
<b>Week 14</b> <b>04/20</b>	USC Course Evaluations <ul style="list-style-type: none"> <li>• Share Ad Campaign in peer group</li> <li>• Review Portfolio Dev</li> </ul>	<ul style="list-style-type: none"> <li>• Finalized Ad campaign and online portfolio</li> </ul>	
<b>Week 15</b> <b>04/27</b>	Project 3 and Portfolio Presentations		
<b>Final Exam Period</b> <b>05/04, 7-9 p.m.</b>	Summative experience		

## Policies and Procedures

### Additional Policies

**Instructor:** Add any additional policies specific to your class that students should be aware of: missed classes, attendance expectations, checking USC email, use of technology in the classroom, dress code, etc.

### Communication

**Instructor:** Include a line that encourages students to contact the instructor outside of class and if they cannot come to office hours to arrange a meeting time by whichever method you prefer (email, text, etc.). In addition, include a timeline for replying to emails or calls (e.g. within 48 hours).

### Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

## Statement on Academic Conduct and Support Systems

### Academic Conduct

The USC Student Handbook ([https://policy.usc.edu/wp-content/uploads/2022/09/USC\\_StudentCode\\_August2022.pdf](https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf))

## Academic Integrity

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles.

Academic Integrity violations (academic dishonesty) include, but are not limited to:

### Plagiarism and Cheating

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.
- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.

USC School of Journalism Policy on Academic Integrity

[https://catalogue.usc.edu/preview\\_entity.php?catoid=16&ent\\_oid=3459](https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459)

"Since its founding, the School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an "F" on the assignment to dismissal from the School of Journalism."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

## Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at [osas.usc.edu](https://osas.usc.edu). You may contact OSAS at (213) 740-0776 or via email at [osasfrontdesk@usc.edu](mailto:osasfrontdesk@usc.edu).

## Support Systems:

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call*

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week,



across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call*

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

*Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086*

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

*The Office of Student Accessibility Services (OSAS) - (213) 740-0776*

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

*USC Campus Support and Intervention - (213) 740-0411*

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity, Equity and Inclusion - (213) 740-2101*

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call*

Non-emergency assistance or information.

*Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)*

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

*Occupational Therapy Faculty Practice - (323) 442-2850 or [otfp@med.usc.edu](mailto:otfp@med.usc.edu)*

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

*Annenberg Student Emergency Aid Fund*

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

### **About Your Instructor**

Dennis Canon is an Art Director in the field of consumer products, branding and advertising. In addition to being a professor at USC and CSULB, he has taught at Otis College Art & Design, FIDM and Chapman University. He also lends his time as guest speaker/portfolio reviewer for Art Center, Laguna College of Art & Design and CSUN. He will be graduating with a Master of Arts in Art & Technology degree from the University of Oklahoma in Spring 2023. He also maintains a professional practice in the commercial sector through Canon Vision.