

# Creative Media Strategies and Techniques

## COMSTRAT 562

### **Course Overview:**

This course will focus on the process of creating effective marketing communications materials for business with an emphasis on advertising. You will learn the strategies, processes, procedures and steps involved in creating marketing communications materials for a variety of different media. In this class you will create advertisements (and other marketing communications material) and you also will be required to present (think “pitch”) your ideas in a professional manner.

### **Course Learning Goals:**

- Learn the concepts and vocabulary in the creative part of advertising and marketing communications.
- Become familiar with technology, software and programs that assist in the creation of advertisements and other marketing communications materials.
- Understand the strategies, processes, procedures and steps involved in creating advertisements and other marketing communications materials.
- Create a variety of effective advertisements and other marketing communications materials for different media.
- Present your ideas and finished ads in a professional manner.
- Work as an individual and in teams to produce creative “deliverables”.

### **Course Work:**

Each student will read assignment materials, view online lectures, and complete associated tutorials. They will also produce 10 different creative deliverables, critique others work and participate in 2 group creations and pitches. There are no exams in this course; you will demonstrate your mastery of the material through individual assignments and group projects.

### **Textbook:**

*The Copywriter's Toolkit* (2012), by Berman.

### **Software:**

Required: Adobe Photoshop, Illustrator, & Audition are used extensively in this class. It is required that you purchase Adobe Creative Suite 6 Production Premium (get the student version it is much more cost effective). The other programs you will use in this class are web based and are accessible from any Internet connected computer.

### **Individual Creative Deliverables:**

1. Visual Resume
2. Group Marketing Flyer + Business Card
3. Magazine Ad
4. Free Standing Insert
5. Billboard Ad
6. Audio Spot
7. Video Spot (script + storyboard)
8. Web Ad
9. Commercial Tweet
10. Mobile App

### **Group Deliverables:**

Project 1 – Newspaper Ad, Billboard Ad, Audio Spot & Presentation Folder

Project 2 – Magazine Ad, Video Script + Storyboard, Mobile App & Presentation Folder

### **Feedback (critiques):**

Peer critiques will be used in this course to provide feedback and help you improve your creative skills. From two days before to the assignment deadline, all homework must be posted to the share point. From the date posted to up to two days following the assignment deadline each student is required to meaningfully critique each piece of work. A meaningful comment will be something substantive about form, style and content.

### **Instructor Interaction:**

I will be active in the course space afternoons from 3-4 p.m. (Pacific time). You can expect responses to emails or questions received outside of these times during my next “office hour.”

### **Late Work Policy:**

Work (homework, projects, etc) will be due at 11:59 p.m. on the due date. Late work will be accepted the following day, but will lose one full grade. Work turned in after that time will lose one full letter grade for each business day it is late.

### **Grading Procedure:**

Each assignment and project will be graded on the quality of your output...this is a creative class so I will be using the qualitative method to evaluate your work. If you have any questions about what is expected for any assignment please ask.

Generally, in this class, a grade of D means “below that which is acceptable or satisfactory”; a grade of C means “acceptable or satisfactory”; a grade of B means “substantially good work well beyond the level of acceptable or satisfactory”; and a grade of A means “uniformly excellent work well beyond that which is required”.

Good grammar, proper spelling and good form are expected. Assignments and projects with errors will be docked accordingly. Assignments will be graded on a scale of 0-10. Zero is the lowest and represents no credit and ten is the highest (best) you can earn. Projects will receive a percentage grade from 0-100% and will be evaluated against the requirements of the projects.

**Grading:**

Course Work	Points	Percent of Final Grade
Individual Creative Assignments (10 at 50 each)	Each worth up to 50 points (500 points max)	50%
Online Critiques (10 at 10 each)	Each worth up to 10 points (100 points max)	10%
Group Project #1	200	20%
Group Project #2	200	20%
	<b>Total: 1000 Points</b>	<b>Total: 100%</b>

Grade	Percentage	Grade	Percentage
A	93–100%	C	73–76%
A–	90–92%	C–	70–72%
B+	87–89%	D+	67–69%
B	83–86%	D	60–66%
B–	80–82%	F	0–59%
C+	77–79%		

**Incomplete Grade Policy:**

Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.
2. The request must be signed and dated by the student (or identified by student's e-mail address), and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, **there are two main conditions:**

- A student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the course work.
  - A student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

### **Academic Regulations:**

Students enrolled in distance courses are subject to the same WSU academic regulations as on-campus students. A complete listing of the WSU academic regulations is available online ([Academic Regulations](#); select "Printable" next to "List All Academic Regulations" to view a printable list of all regulations).

### **Disability Accommodations:**

Reasonable accommodations are available for students with a documented disability. DDP and the Disability Resource Center (DRC) work together to provide reasonable accommodations for students who have documented disabilities and who are registered both with DDP and the DRC. DDP's liaison to the DRC will assist you in getting started. To begin this process, contact DDP (800-222-4978 or [distance@wsu.edu](mailto:distance@wsu.edu)). We strongly recommend that you notify us as soon as possible. All accommodations must be approved through the Disability Resource Center.

If you have questions, please contact the DRC at [DRC.FrontDesk@ad.wsu.edu](mailto:DRC.FrontDesk@ad.wsu.edu) or 509-335-3417. Additional information is available on the DRC website: <http://www.drc.wsu.edu>.

### **Online Collaboration:**

Threaded discussion posts in online course spaces are an integral part of online learning environments. In certain courses, assessment of discussion posts is included as part of the final grade.

WSU is committed to the rights of all community members to freedom of expression and academic freedom. In order to protect the rights of all participants and to preserve the educational tone of online course spaces, the following rules apply:

1. Postings must be germane to the subject matter.
2. Postings must comply with WSU's policy on appropriate use of computing resources: <http://www.wsu.edu/ElectronicPolicy.html>.
3. Illegal postings or postings that violate WSU policies, including those regarding harassment and discrimination or the Standards of Conduct for Students, are not permitted.
4. Postings that are threatening to others are not permitted.

Instructors have the authority to remove posts that violate these rules. Continued postings in violation of these rules may result in removal of access rights, course failure, and, when appropriate, referral to the Office of Student Conduct.

In addition to the netiquette guidelines for online collaboration, you will be expected to participate in the online discussions in a way that engages with the topic and with the other participants. An overview of the criteria used in this course to evaluate your participation through your original and response posts is provided in the online course space, if applicable.

### **Critical Thinking:**

The ability to think and write critically are essential skills in many walks of life. Critical thinking skills are developed and refined through practice, self-reflection, and the critique and support of peers and instructors. Throughout this course you will have many opportunities to exercise your analytical thinking, synthesize information, and apply knowledge to real-life situations. To help facilitate your thinking, writing and creating, the "Critical Thinking Rubric" is provided in the online course space, if applicable, to assess your own writing and that of other students. Please review it carefully before completing each activity.

### **Technical Support:**

If you need technical assistance, please expand the **Content** folder in the Map menu on the left by clicking the plus sign (+), then select **Technical Support**.

DDP Student Help Centers,

DDP understands that navigating the academic world may be confusing – that is why we have created the DDP [Help Centers](#), a central location where students can find information on a variety of topics. Take a moment to check out the many links available in the various help centers. Below are just a few important links to information in the help centers we would like to bring to your attention:

- Please review "Tuition & Fees" in the [Finance Center](#). Tuition is due on the first day of the semester, and WSU does not mail billing statements.
- If you are a new DDP student, information to assist you with online learning is available under "Resources and Tips" in the [New DDP Students Center](#). In this section you will find study tips, resources, and skills to give you a good head start in assuring success with your course.
- Also check out [myDDP](#), your personal DDP Web page where you can find quick links to important information, upcoming DDP events, deadlines and more. The quick link "Go to myDDP" is available from every page in the help centers, found in the upper right part of the page.

### **Library Support:**

All students enrolled in Washington State University distance courses can use the WSU Libraries online databases and receive reference and research assistance from the Distance Degree Library Services (DDL). Enrolled students can also borrow books and other circulating material and receive photocopies of journal articles.

Visit the DDLS Web page ([DDLS](#)) for links to the WSU online database and library support information.

### **eTutoring:**

As a WSU student you have **unlimited FREE** access to eTutoring.org, a tutoring platform that enables students and tutors to collaborate in an online environment. This is not a course requirement, but simply an available resource that you may utilize as needed.

Currently, eTutoring is available for Accounting, Anatomy & Physiology, Biology, Chemistry, Math and Calculus, MS Office 2007, Spanish, Statistics, and Writing! With three ways to access a tutor you can choose the one that best fits your needs...

- Use the Online Writing Lab that allows students to submit a draft of a paper to a tutor, ask for specific feedback, and receive a tutor's response within 24-48 hours.
- Access live eTutoring via eChat that allows students to meet with a tutor in one-on-one tutoring sessions via a fully interactive, virtual online environment.
- Utilize the offline eQuestions that allow students to leave a specific question for an eTutor, who will respond within 24-48 hours.

The list of available tutoring subjects can be found on the <http://etutoring.org/login.cfm?institutionid=176> site.

For more information on accessing and setting up your eTutoring account, visit:[http://online.wsu.edu/current\\_students/as\\_eTutoring\\_start.aspx](http://online.wsu.edu/current_students/as_eTutoring_start.aspx)

### **DDP Academic Calendar:**

Please review the current DDP [Academic Calendar](#) to become familiar with critical deadlines.

### **On Campus Safety:**

Washington State University is committed to maintaining a safe environment for its faculty, staff, and students. Safety is the responsibility of every member of the campus community and individuals should know the appropriate actions to take when an emergency arises. In support of our commitment to the safety of the campus community the University has developed a Campus Safety Plan, <http://safetyplan.wsu.edu>. It is highly recommended that you visit this web site as well as the University emergency management web site at <http://oem.wsu.edu/emergencies> to become familiar with the information provided.

		<b>Course Outline</b>		
<b>Week</b>	<b>Topic</b>	<b>Learning Goals</b>	<b>Online Learning Modules &amp; Reading Assignments</b>	<b>Assignment Due</b>
Week 1	<p>Introduction of Class. What is marketing communications and how does creativity work?</p> <p>Ad concept development, design basics, good and bad ads</p>	Steps involved in the creative process, how an ad concept is developed and what are some elements that make up good ads.	<p>View Learning Module #1</p> <p>Insert Reading Assignment</p>	Purchase Adobe Creative Suite 6 Production Premium
Week 2	Technology/Software Module (Adobe Photoshop, Illustrator & Moodshare.co)	Understand basic and intermediate uses of Photoshop and Illustrator. Design basics.	<p>View Learning Module #2</p> <p><i>View all Photoshop Tutorials (4hrs):</i></p> <p>Insert Reading Assignment</p>	
Week 3	The nature of creativity	Understand the genesis of creativity.	<p>View Learning Module #3</p> <p>AND</p> <p>Watch</p> <p>Art &amp; Copy (documentary on advertising)</p> <p>Insert Reading Assignment</p>	<b>Assignment 1 Due:</b> Visual Resume

Week 4	Good Copy Writing Magazine Ads	Understand what makes good advertising (and marketing communications) copy. How to design a magazine ad.	View Learning Module #4 Insert Reading Assignment	<b>Assignment 2</b> <b>Due:</b> Group Marketing Flyer + Business Card
Week 5	Inserts & Newspaper Ads	Understand what elements go into a good newspaper ad.	View Learning Module #5 Insert Reading Assignment	<b>Assignment 3</b> <b>Due:</b> Magazine Ad
Week 6	OOH & Billboard Ads	Understand what elements go into a good out-of-home advertising.	View Learning Module #6 Insert Reading Assignment	<b>Assignment 4</b> <b>Due:</b> Free Standing Insert
Week 7	Presentation Skills	Understand how to effectively pitch your creative ideas.	View Learning Module #7 Insert Reading Assignment	<b>Assignment 5</b> <b>Due:</b> Billboard Ad
Week 8	Completing Group Pitch	Practice of effective creative idea pitches.	View Learning Module #8 Insert Reading Assignment	<b>Project 1 Due:</b> Newspaper Ad, Billboard Ad, Audio Spot & Presentation Document

Week 9	Technology/Software Module (Adobe Audition) and Radio Copywriting.	Understand how to create effective audio ads.	View Learning Module #9  Insert Reading Assignment	
Week 10	Creating Video and TV Ads	Understand how to create effective video and TV ads.	View Learning Module #10  Insert Reading Assignment	<b>Assignment 6</b> <b>Due:</b> Audio Spot
Week 11	Interactive and Internet Marketing	Understand how to create effective interactive and Internet ads.	View Learning Module #11  Insert Reading Assignment	<b>Assignment 7</b> <b>Due:</b> Video Spot
Week 12	New and Mobile Media	Understand mobile ads and marketing communications mobile applications (apps).	View Learning Module #12  Insert Reading Assignment	<b>Assignment 8</b> <b>Due:</b> Web Ad
Week 13	Social Media	Understand how to create ads for social media.	View Learning Module #13  Insert Reading Assignment	<b>Assignment 9</b> <b>Due:</b> Commercial Tweet
Week 14	Final Presentation Techniques	Understand how to effectively pitch your creative ideas.	View Learning Module #14	<b>Assignment 10</b> <b>Due:</b> Mobile App

Week 15	Completing Group Pitch	Practice of effective creative idea pitches.	View Learning Module #15	<b>Project 2 Due:</b> Magazine Ad, Video Script + Storyboard, Mobile App & Presentation Document
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