### Course Competency

#### Competency 1: The student will explain the basics of advertising by:

1. Identifying members who have contributed to the history of the advertising industry.
2. Analyzing industry leaders and their approaches to creating compelling advertisements.
3. Creating the main elements that make up various advertisement layouts and designs.
4. Exhibiting the ability to effectively work within a team-like environment to meet deadlines.

#### Competency 2: The student will apply universal advertising strategies by:

1. Writing a creative brief.
2. Classifying various kinds of ads, and examining the appropriateness of each to specific situations.
3. Applying multiple brainstorming and idea generation techniques for a series of platforms and products.

#### Competency 3: The student will write compelling advertising copy by:

- Communication
- Critical thinking
- Cultural / Global Perspective
- Ethical Issues
- Computer / Technology Usage
- Aesthetic / Creative Activities

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**Course Description:**

Students design and create effective advertising campaign concepts for print, outdoor and digital media in this intermediate-level course. Studio projects will emphasize originality, brainstorming, ad layouts, creative copywriting and persuasion, culminating in portfolio-ready projects. Prerequisites: GRA1113c, GRA2151c. (2 hr. lecture; 4 hr. lab.)
1. Applying the basic writing conventions.
2. Expressing motivation, inspiration, analogies, metaphors and/or facts in advertisements to trigger emotional responses.
3. Writing successful headlines and taglines.

**Course Competency 4**: The student will create an effective advertising campaign by:

- Communication
- Critical thinking
- Cultural / Global Perspective
- Social Responsibility
- Ethical Issues
- Computer / Technology Usage
- Aesthetic / Creative Activities

1. Displaying a seamless integration of text and visuals.
2. Identifying a target audience and positioning advertising strategies that actively appeal to them.
3. Solving existing marketing problems of a brand or product line.