

ADSN 202: CONCEPT + COMMUNICATION

This course covers such fundamentals of mass communication and branding as the creation and management of meaning, how to employ semiotics and storytelling, especially symbolism/“shorthand,” to communicate a brand. Students will then solve a real-world communication and branding problem, first by deciding upon a strategic marketing direction, and then turning it into a solid, creative Big Idea conceptual campaign platform and subsequent campaign execution.

Course objectives:

- The ability to find multiple messages/iterations of stories and symbols to create a campaign
- An understanding of how to convert objectives, information, and data into a message that connects with a real person
- The ability to manage time and projects efficiently
- The ability to simplify concepts
- The ability to generate multiple solutions for a single problem
- The ability to effectively use visual design principles, imagery, color and typography, as well as verbal voice and elements of story
- The ability to organize and deliver a clear and persuasive presentation of ideas

Competencies																							
MODULE 1: Symbolism PROJECT: Logo + Identity Program			MODULE 2: Storytelling PROJECT: Brand Story			MODULE 3: Brand Iconography PROJECT: Brand Icon Presentation			MODULE 4: Campaigns PROJECT: Integrated Campaign														
COMMUNICATION IN DESIGN ▪ Semiotics ▪ Mass Comm theory ▪ Meaning ▪ Word & image relationship ▪ Sequencing ▪ Color in communication DESIGN AND CREATIVE PROCESS ▪ Time management / scheduling ▪ Editing / multiple revisions ▪ Quantitative idea generation ILLUSTRATOR IN 2D DESIGN ▪ R Drawing / shape / type tool usage			CREATIVE PROCESS ▪ Time management / scheduling ▪ Editing / multiple revisions ▪ Collaboration / teamwork ▪ Brainstorming ▪ Quantitative idea generation MOTION NARRATIVE CREATION ▪ iMovie/Premiere/AfterEffects basics ▪ Shooting basics ▪ Editing (video, audio, stills) ▪ File formats ELEMENTS OF STORY IN NARRATIVE CREATION ▪ Character ▪ Plot ▪ Setting ▪ POV ▪ Story arc ▪ Editing			COMMUNICATION IN DESIGN ▪ Semiotics ▪ Meaning ▪ Signs & symbols ▪ Word & image relationship ▪ Establishing relationship and connections PROFESSIONAL CRAFT AND PRESENTATION SKILLS ▪ Keynote basics ▪ Persuasive speaking basics ▪ Concept selling basics			PROFESSIONAL CRAFT AND PRESENTATION SKILLS ▪ Keynote ▪ Public speaking ▪ Concept selling DESIGN AND CREATIVE PROCESS ▪ Time management / scheduling ▪ Editing / multiple revisions ▪ Collaboration / teamwork ▪ Quantitative idea generation CREATIVE STRATEGY IN CAMPAIGN DEVELOPMENT ▪ Client-product research ▪ Target audience research ▪ Creative Briefs ▪ Campaign strategy platforms														
												Module One			Module Two			Module Three			Module Four		
												Performance (participation, effort, attitude, presentation, articulation)	Process (exercises, homework, sketchbook, ideation, time management)	Product (craft, creativity, clarity, color, composition, cleanliness)	Performance (participation, effort, attitude, presentation, articulation)	Process (exercises, homework, sketchbook, ideation, time management)	Product (craft, creativity, clarity, color, composition, cleanliness)	Performance (participation, effort, attitude, presentation, articulation)	Process (exercises, homework, sketchbook, ideation, time management)	Product (craft, creativity, clarity, color, composition, cleanliness)			
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DEPARTMENT/PROGRAM OUTCOMES SUPPORTED BY THIS COURSE:																							
1.2 Analyzes a situation before attempting a solution (ex: SWOT analysis, research plan, etc.)																							
1.4 Judges effectiveness and worth of one's own solutions objectively (ex: self assessment/critique)																							
1.5 Evaluates post-presentation/critique results and makes corrections (ex: ad/campaign revisions)																							
2.1 Fits appropriate words with imagery or visa versa (ex: campaigns, conceptual solutions)																							
2.2 Generates multiple solutions for a single problem (ex: range of thumbnails or scripts)																							
2.3 Establishes rough concepts through rapid drawing techniques (ex: observational renderings, conceptual ideas, sketchbook)																							
2.5 Employs a range of media approaches to best connect with their target audience (ex: digital, social, non-traditional executions)																							
3.2 Effectively uses design principles (ex: ads, collateral, type book, etc.)																							
3.3 Simplifies concepts (ex: evolution of campaign)																							
4.1 Executes project with consistency and cohesiveness from concept through finished product (ex: evolution of campaign, plans book, client presentation)																							
4.2 Masters primary industry software programs (Adobe CS, After Effects) (ex: ads, collateral, presentations, proof of concepts, type, etc.)																							
4.3 Utilizes secondary industry software applications (Office, iWork, iLife, etc.) with proficiency (ex: Keynote presentation, radio spot using Garage Band, video using iMovie)																							
4.5 Exhibits attention to detail in all areas of execution, such as typography, visuals, copy, editing (ex: finished portfolio)																							
5.1 Contributes ideas through brainstorming or other co-generation with others (ex: thumbnails, mind maps)																							
5.3 Organizes and delivers clear and effective presentations (ex: Keynote, video of presentation, persuasive speaking skills)																							
5.4 Manages timelines and deadlines to deliver work according to schedule (ex: meeting deadlines)																							
5.5 Continually pushes self and partners to refine and elevate the work (ex: evolution of campaign, portfolio pieces)																							