

# Minnesota State University Moorhead

## COMM 461: Ad Portfolio Development

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students in this course will develop portfolio elements such as advertisements, logos, posters, brochures and banner ads. The course is for students who are interested in working in a creative department of an ad agency or in-house advertising department. Individual portfolio elements are sent out for evaluation to working professionals from the local area, the region and the nation. In order to be part of a student's portfolio, the piece must have been approved by at least one outside source. At the end of the semester, students will have at least 12 approved pieces for their portfolios and will have both a physical portfolio and an online portfolio.

### B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Ad design.
2. Creative techniques  
CPN 161.10
  - a. Personification
  - b. Backwards thinking
  - c. Contextual thinking
  - d. Lateral thinking
  - e. Visual metaphors
  - f. Billboards
  - g. Shape association
  - h. Analogy
  - i. Challenge space
  - j. Type-only ads
3. Editing work/revisions.
4. Responding to critiques.
5. Turning ads into multimedia campaigns.
6. Portfolio and contents.
7. develop portfolio elements such as advertisements, logos, posters, brochures and banner ads.
8. Students in this course will develop portfolio elements such as advertisements, logos, posters, brochures and banner ads.

**D. LEARNING OUTCOMES (General)**

1. Class participants will demonstrate the ability to complete a finished portfolio of their original work at a level of quality sufficient to secure employment in their chosen field.
2. Class participants will demonstrate the ability to complete an online portfolio of their original work at a level of quality sufficient to secure employment in their chosen field.
3. Class participants will demonstrate an ability to develop a professional oral presentation to defend their portfolio.
4. Students will gain necessary experience and confidence to seek professional employment.

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted