An introduction to advertising design. This class will begin with an exploration of display advertising across media to provide students with context. Students will learn principles of design, color theory and typography, which they will utilize throughout the semester to create and design advertising and branding materials.

Assignments will progress from basic to more advanced advertising designs and students will ultimately create integrated advertising campaigns and brand development strategies that run across multiple platforms.

Full syllabus under development.

Students in this course are expected to have a rudimentary working knowledge of both Adobe InDesign and Photoshop.

Instructor
Malcolm McDowell Woods
mmwoods@uwm.edu
414.418.7877

REQUIRED TEXT*
Advertising by Design
by Robin Landa
3rd edition

*there may be other assigned readings