Student Commitment

Having read the course syllabus you have been made aware of the importance of responsible attendance, class preparation, etc. Please fill out the requested information and sign below acknowledging that you fully understand what you have read.

I _____ have read the syllabus for the course Arts 175 and understand the requirements as stated therein.

Signature   _____

Date   _____

Student Name _____

Student Expectations

What are your greatest fears related to this course and its completion?

What are your specific goals related to this course (i.e. refinements to past projects, new ideas, etc.)?

What do you see as your greatest weakness(es) within your body of existing work?

What gaps can you identify within your existing work (what haven't you experienced)?

Where do you see yourself upon graduation... are there specific design firms you are interested in targeting, here or elsewhere?

What area within the field are you most interested in pursuing after graduation (print, packaging, advertising, corporate graphics, publication or book design, dimensional aspects of design, typeface design, web-based and interactive)?

Deadlines at Glance

Personal Identity Package

January 30 Personal Identity sketches/ refinements

February 8 Personal identity critique (B&W and color logos due); Review identity system applications (preliminary versions)

February 6 Hand in draft Resumes

February 15 Pre-Critique for all elements

February 22 Critique of all elements

March 1 Hand in all elements

Portfolio Book

February 6 10 ideas/sketches for portfolio book due

February 13 3 refined ideas for portfolio book

February 20 final portfolio book style, layout grid and 6 sample layout spreads (printed, at least one spread actual size); Portfolio book production proposal (paper, printing, binding, and cover)

February 27 Review 8 refined sample spreads and a contents page

March 6/8 33% of portfolio book content due

March 27 70% of portfolio book, intro to portfolio book due

April 3 Bring sample printed pages

April 24/26 Print and bind book; Mock Thesis Presentations with sample pages

May 1 Book/Case Due

Exhibition and Portfolio Review

March 1, Name for exhibition finalized

March 29, Exhibition postcard due to duplicating

April 3 Exhibition Statement (250 words max) and image of work exhibited due

Mon-Fri, April 16–20, Install Time

April 23–May 13, Senior Exhibition

Thursday, April 26, Opening reception, 6–8pm

Tuesday, May 1 and Thursday, May 3, Portfolio Reviews (tentative)

Saturday, May 12, Commencement

Monday, May 14, De-installation 1:00pm–3:00pm

Other Project Deadlines

January 25 Portfolio Proposals & timeline due

January 30 Individual Project proposal due / Revised timeline due

February 1 Portfolio Influences due

March 6/8 Mid Semester Portfolio Reviews By Appointment / Five finished portfolio pieces due / 33% of portfolio book content due

March 22 1st Outside Review Due

April 10 PURCC statements due, submit online / All 10 projects finished

April 24 Website critique / 2nd Outside Review Due

April 26 Website due

April 26 Hand in digital version (pdf) of all of your projects for this class (identity, resume, portfolio book [as spreads, no crop marks], exhibition pieces, promo package, ...)

Detailed Schedule

This schedule is a tentative outline of how the course assignments will progress through the first half of the semester. Dates and assignments are subject to change as individual and group projects develop. Always refer to current project handouts for most updated information.

Week One

Tuesday, January 16

Review syllabus, discuss course structure

Senior Exhibition Committees

Discussion/review of what needs to be included in the portfolio (variety)

Discuss the role of the portfolio

Introduce Individual Projects

Assignment:

(1) Bring all work to next class: spend some time reviewing your existing work. Be prepared to discuss your thoughts, objections and desires relative to your work.

(2) Order textbook/download

Thursday, January 18

Review student portfolio work

Assignment:

(1) Write portfolio proposal, develop visual timeline. Due Jan 25.

Week Two

Tuesday, January 23

Review student portfolio work

Discuss various design professions

Lecture: Audience

Assignment:

(1) Bring ideas for possible Individual projects

(2) Bring existing Personal identity (if any)

Thursday, January 25

PORTFOLIO PROPOSALS & TIMELINE DUE

Review of individual project ideas

Introduce Personal Communications Package assignments

and review existing personal identities

Assignment:

(1) Bring to class first existing project which you are interested in further developing as your

Individual Project. Be prepared to discuss and show progress.

(2) Written document assignment: Portfolio Influences due Feb 1

(3) Extend and elaborate on existing design or create 15 sketches for Personal Identity

(4) Incorporate Individual projects into your personal timeline

Week Three

Tuesday, January 30

INDIVIDUAL PROJECT PROPOSAL DUE

Revised timeline due

Review Personal Identity sketches/ refinements

Assignment:

(1) Further refinements of identity

(2) 10 ideas for portfolio book based on identity for Feb 6

(3) Bring progress on Individual Projects and regular project revisions

according to your timeline

Thursday, February 1

PORTFOLIO INFLUENCES DUE

Lecture: Resume

Discussion of identity system components - how they need to perform

Mini crit of personal identity

Review progress on Individual Projects and regular project revisions

according to your timeline

Assignment:

(1) Apply your typographic identity to identity systems

(2) Create a draft of your resume for hand in

Week Four

Tuesday, February 6

10 IDEAS FOR PORTFOLIO BOOK BASED ON IDENTITY DUE

HAND IN DRAFT RESUMES

In class work on Identity and Individual projects

Assignment:

(1) Develop identity refinements and systems applications

(2) Prepare Personal Identity logos for critique

(3) Refine 3 ideas for portfolio book, assemble material related to projects for Feb 13

Thursday, February 8

    PERSONAL IDENTITY CRITIQUE (B&W AND COLOR LOGOS DUE)

    Review identity system applications (preliminary versions)

    In class work on Individual projects and Personal ID system

Assignment:

(1) Finalize identity system applications

Week Five

Tuesday, February 13

    3 REFINED IDEAS FOR PORTFOLIO BOOK

    Review: InDesign and master pages, stylesheets, folios, etc.

Assignment:

(1) Finalize portfolio book style, finalize layout grid and create 6 sample layout spreads for
Feb 20

(2) Write portfolio book production proposal:

    paper, printing, binding, and cover choices

Thursday, February 15

    PERSONAL IDENTITY SYSTEMS PRE-CRITIQUE FOR ALL ELEMENTS

    Individual Project review

Assignment:

(1) Continue refinements to identity system parts

Week Six

Tuesday, February 20

    REVIEW FINAL PORTFOLIO BOOK STYLE, LAYOUT GRID

      AND 6 SAMPLE LAYOUT SPREADS

    (printed, at least one spread actual size)

    PORTFOLIO BOOK PRODUCTION PROPOSAL

      (paper, printing, binding, and cover)

Assignment:

(1) Prepare for Final Identity Package Crit

(2) Bring existing digital projects

Thursday, February 22

    * PERSONAL COMMUNICATIONS PACKAGE DUE FOR CRITIQUE

      (ALL PARTS)

    Review existing digital projects / discuss role of digital projects in portfolio

    Individual Project review

Assignment:

(1) Refine 8 sample spreads, add missing text descriptions and images, create a sample contents page containing all 10 projects, print at actual size

Week Seven

Tuesday, February 27

REVIEW 8 REFINED SAMPLE SPREADS AND A CONTENTS PAGE

Assignment:

(1) Prepare Personal Communications Package for hand in

(2) Prepare portfolio of work for mid semester review during week eight, 5 finished pieces and
33% of portfolio book due

(3) First outside review due March 19, schedule an appointment with a reviewer soon

Thursday, March 1

HAND IN PERSONAL COMMUNICATIONS PACKAGE
NAME FOR EXHIBITION SHOULD BE FINALIZED

Assignment:

(1) Prepare for mid semester review March 6/8: five finished portfolio pieces,
33% of portfolio book content

Week Eight

Tuesday, March 6

MID SEMESTER PORTFOLIO REVIEWS BY APPOINTMENT
FIVE FINISHED PORTFOLIO PIECES DUE,
33% OF PORTFOLIO BOOK CONTENT DUE

Assignment:

(1) First outside review due March 18

Thursday, March 8

MID SEMESTER PORTFOLIO REVIEWS BY APPOINTMENT
FIVE FINISHED PORTFOLIO PIECES DUE,
33% OF PORTFOLIO BOOK CONTENT DUE

Assignment:

(1) Incorporate suggestions into portfolio book, create half title and title pages,
history/influences page

(2) Photograph finished portfolio pieces and edit them digitally

(3) First outside review due March 22: write your report

Week Nine

Spring Break: continue with portfolio book progress!

Week Ten

Tuesday, March 20

Review portfolio book progress, including half title and title pages,

history/influences page

Review edited photographs of portfolio pieces

Assignment:

(1) Continue Portfolio progress, 70% of portfolio book due March 27 (about 7 projects

should be laid out)

(2) Write Outside Review Report

Thursday, March 22

Discuss show issues/plans & committees meet

Lecture: Writing an artist statement/intro to your book

FIRST OUTSIDE REVIEW DUE

Assignment:

(1) Write an intro to your book

(2) 70% of portfolio book due (about 7 projects)

Week Eleven

Tuesday, March 27

70% OF PORTFOLIO BOOK, INTRO TO PORTFOLIO BOOK DUE

Assignment:

(1) Continue Portfolio progress

(2) Print out sample pages of portfolio book for March 31

Thursday, March 29

Discuss show issues/plans & committees meet

Introduce Personal Website project

EXHIBITION POSTCARD DUE TO DUPLICATING

Assignment:

research potential website templates and create sketches combining the templates with portfo-

lio style / personal identity

Week Twelve

Tuesday, April 3

EXHIBITION STATEMENT, 250-WORD PURCC STATEMENT,

ONE 300 DPI IMAGE (BW AND COLOR)

AND DESCRIPTION OF EXHIBITED WORK DUE

3 DIFFERENT IDEAS FOR PERSONAL WEBSITE

(show sketches and potential templates)

PURCC STATEMENTS DUE APRIL 10 (?) / SUBMIT ONLINE

(to be pre-approved by professor so submit now)

Portfolio status checks (digital and physical contents), bring printed pages

Assignment:

(1) Continue Portfolio progress

(2) All 10 projects to be finished by April 6, print multi-page pieces/packaging that need to be photographed to go into your book or that you will bring with you to review. No need to print those things that go into your portfolio in digital form and you will not need during portfolio review.

Thursday, April 5

FINALIZE PIECES TO GO INTO EXHIBITION

Discuss show issues/plans & committees meet

Assignment:

(1) All 10 projects to be finished by April 6

(2) Refine 1 Personal Website in Illustrator or Dreamweaver for April 8

Week Thirteen

Tuesday, April 10

PURCC STATEMENTS DUE / SUBMIT ONLINE

ALL 10 PROJECTS TO BE FINISHED (completion of portfolio elements)

Assignment:

(1) Personal Website due April 20, refine one layout for next class

Thursday, April 12

REVIEW REFINED WEBSITE LAYOUT
(ILLUSTRATOR OR DREAMWEAVER)

Assignment:

(1) Start wrapping up your Portfolio Book, bring printed sample pages for April 17

(2) Purchase website site, select template and develop the layout including header and navigation

Week Fourteen

APRIL 16–20 Exhibition Installation

Tuesday, April 17

Paint pedestals in gallery, divide up the space...

Portfolio book should be nearly complete, review printed pages

REVIEW WEBSITE LAYOUTS

Assignment:

(1) Install exhibition

(1) Last minute changes to the Portfolio Book

Thursday, April 19

    INSTALL YOUR PIECES IN THE GALLERY

    Lecture: Presenting Yourself

    Work on your portfolio, website

Assignment:

(1) Prepare for mock thesis presentations April 24 and 26, bring rough printouts

(2) Final touches on your Portfolio Book

(3) second outside review due April 20

Week Fifteen

Tuesday, April 24

    EXHIBITION OPENS

    PERSONAL WEBSITE CRITIQUE

    SECOND OUTSIDE REVIEW DUE

    MOCK THESIS PRESENTATIONS (use b&w printouts of your book)

    Work on Portfolio Case/

Assignment:

(1) Print and bind portfolio book

(2) Prepare for exhibition opening reception

Thursday, April 26

    EXHIBITION OPENING RECEPTION 6–8PM: prepare

    PERSONAL WEBSITE DUE

    MOCK THESIS PRESENTATIONS (use rough printouts of your book)

    HAND IN DIGITAL VERSION (PDF) OF ALL OF YOUR PROJECTS

       for this class (identity, resume, portfolio book [as spreads, no crop marks],

       exhibition pieces, promo package, ...)

Assignment:

(1) Print and bind portfolio book / finish portfolio case

(3) Prepare for Portfolio Reviews, research reviewers

Week Sixteen / Tuesday, May 1 / Thursday, May 3 / Portfolio Reviews

Note: day and time to be determined based on reviewer availability

    PORTFOLIO BOOK DUE / PORTFOLIO CASE DUE

    PORTFOLIO REVIEWS (BY APPOINTMENT, required to pass class)

Finals Week Incorporate reviewer feedback and print portfolios on inkjet printer / fine paper

Tuesday, May 8 Receive projects/grades back

Monday, May 14, 1–3pm EXHIBITION DEINSTALL

What to expect...

We have much to accomplish in 16 weeks. Your development in this course will be, to a certain extent, self directed. You are expected to make progress on your own work and show it for group feedback. Here is what we have to look forward to:

May 1   1.   A significant portion of the semester will be devoted to a narrative **portfolio book** that will establishing a personal concept for how each individual student will wish to represent himself/herself as a designer. This means defining the basic structure of the book, assembling information, writing, editing, refining images, work on existing projects, etc.

Apr 10   2.   Revision of **ten existing projects** will happen in tandem. This includes crucial refinements, additions, modifications, to your body of work. I am not expecting major revisions of all 10 projects. Pick about 3 and expand on them in Individual Projects assignment. These "individual projects" are to fill gaps in your portfolio. You can either extend your existing projects or work on new projects if necessary. Projects will be discussed individually with me as well in class crits. Give a face lift to the rest.

3.   Additionally we will begin designing for the **personal communications package** (letterhead and associated personal papers including a promotional package), which begins with your personal identity. This should be a broad investigation that defines ideas related to what your portfolio could be or how it could be represented through your identity concept. You will start developing ideas for your portfolio book at the same time.

Logo Feb 8
ID Package Feb 22

Portfolio case May 1   4.   Later on in the semester time will be devoted to a series of design tasks including the development and design of the final **physical portfolio case** solution, in addition to your **personal website**.

Personal website Apr 26

Install Apr 16–20   5.   The **Senior Show** is a huge part of this course and it is up to you, the show participants, to make it a success and to make it what YOU want it to be. I will assist and guide you as much as possible. More information will be coming in regard to how the show may be structured.

Opening Apr 23
Reception Apr 26
Deinstall May 14

6.   The **Portfolio Review:** There will be a portfolio review incorporated into the curriculum. This will involve a small group of design professionals who are invited to review work individually and formally at the end of the semester. This is viewed by the program as the pinnacle event in your tenure as a student. At this point the portfolio must consist of no fewer than 10 pieces (not including a series or system). Digital images must also be taken of your work as documentation for the purpose of sending off to firms, for departmental documentation, and most importantly to be included in your portfolio book.

May 1 and 3 (tentative)

First: Mar 22; Second: Apr 24   7.   Two **Outside Reviews** of your portfolio by design professionals.

Portfolio Expectations & Requirements

Here are some things to keep in mind as you develop your portfolio of work for final presentation. Several things are required and will ultimately hurt you if you do not tend to them:

- **Portfolio book** not smaller than 10" x 10" of no less than 60 pages demonstrating your skill as a designer, presenting your design pieces and telling your story. Select binding method that allows you to add/remove/modify pages, it cannot be perfect bound.
- **Portfolio as a physical object** (carrying case solution for portfolio book, process journal and about three actual design pieces that complement your portfolio book.
- **No fewer than 10 strong portfolio pieces** (<u>not</u> including a series or system, in other words, a system or series constitutes ONE piece.)
- At least **two** of the projects in student's senior portfolio will contain a **design brief** and discuss considerations regarding the **intended audience and other factors** that shaped the final solution. (This differentiates you from art institutes!)
- At least **two** of the projects in student's senior portfolio will detail how the student's solution is based on principles of visual organization and composition including **grids, alternative layouts, and color, typeface and symbol studies**.
- At least **one** of these must be a **digital project** (refine an existing project/create an extension of another project in digital form or create your personal promotional website.
- One or more **project-specific process journals** (in addition to the 10 required other pieces) that are designed solutions (no 3-ring binders or generic sketch books.)
- Student's senior portfolio will contain projects that demonstrate the student's proficiency in drawing, photography, printing, time-based and interactive media. Works exhibit strengths in **typographic exploration, image use, color use, control of space and general organization of information**. Conceptual clarity rings true.
- Student's senior portfolio will contain references to **historical influences, current issues, processes and directions in the graphic design field.**
- Student presents a body of cohesive thinking aimed at specific communication
- Craftsmanship is impeccable (there will be no room for sloppy, ill-presented work in this class, if you don't care about your work enough to clean it up, then don't present it)
- Incorporation of your personal identity mark and theme into your book.
- **Website** should work in tandem with the physical portfolio.
- Documentation of final portfolio handed in digital folder properly labeled — <u>required for grade to be released for course.</u>

You are graduating with leagues of other design students in this region. Your goal should be to create the most outstanding portfolio of work — work that is highly competitive and sets you apart from the others. What is it that sets you apart? How can you communicate this in your work and through your portfolio presentation? Begin thinking about this immediately!

Outside Reviews

In order to prepare you for the final review as well as get you comfortable showing your work outside the academic environment, you will be required to show your work to outside reviewers. These reviewers should be in the design field (studio principal, art director, creative director) and should not be peers. The reviewer will be asked to fill out the same form presented to reviewers at your final review. I will hand out a self-addresses, stamped envelope so that his/her response can be mailed directly to me. These reviews will be part of your final grade but more importantly will help me flag if you have a specific presentation weakness that needs to be discussed.

You are required to write your own assessment of the review as well. Consider the following questions:

How do you think you did as a presenter? Is there an area you need to work on? Did you get to show everything you wanted and speak articulately about each project? Did you get hung up on any particular project? Were you able to fluidly show all of your projects? What was the response to your work? Are there areas you were told to work on?

How did you find the person who reviewed your work? What is it about his/her work that you admire? What were the presentation circumstances? Did you feel like you had the attention of your reviewer? Did he/she give you constructive feedback? What was the environment of the workplace like? Is it a place you could see yourself working, why/why not?

In 500 words, discuss the above points in narrative manner along with examples of studio's work or website address.

First review due March 22
Second due April 24

Exhibition

The Senior Show is a big part of this course and it is up to you, the show participants, to make it a success and to make it what YOU want it to be. I will assist and guide you as much as possible.

General Exhibition Dates:

Install Apr 16–20

Opening Apr 23

Reception Apr 26, 6–8pm

Deinstall May 14, 1–3pm

Exhibition Statements **April 3**

Statements for PURCC Conference

(250 words) **April 10 (submit online)**

Description of exhibition pieces **April 3**

Design

Exhibition Title (all participants

work together) **March 1**

Postcard due to Duplicating **March 29**

Division of Labor

You are responsible for organizing and creating your own group senior show together with Studio majors and coordinating design, statements, labels and reception with the Junior Exhibition. You will be graded on your contribution and willingness to develop this aspect of the course.

In order to guarantee a smooth final presentation of your work in the show the following committees should be organized. Descriptions follow each so that you may decide on which group to join. Committees will report progress every Wednesday in class. A chair for each committee should be named, nominated or volunteered. Specific timelines for each group will need to be developed due to logistics and planning. Everyone will be responsible and you again will be graded on this participation.

Exhibition Design Committee

This committee must organize the logistics of the show itself:

- work to develop criteria for hanging the show

- set up, monitor and enforce deadlines

- develop layout of the exhibition based on description received by everyone

- handle installation standards and take down

- supervise instal and deinstal

Exhibition Opening and Reception

- handle and/or organize catering issues: order the food (from Bon Appetite)

- handle music/entertainment

- clean up before the opening

- set up sound equipment and podium

- clean up after the opening

Concept and Design

This committee is responsible for developing conceptual direction:

- determine thematic concepts and application format for the show

- produce designed materials: invite and postcard and prepare for print

- Pick up from Duplicating and distribute materials around campus

- Design label templates for the exhibition

Assignment for January 25: Portfolio Proposal and Timeline

1) Write a Portfolio Proposal and assessment of your project

- What is your portfolio to accomplish? Are you looking for a specific job?

- List ten projects that you will include in your portfolio including what elements each project contains

- Assess what changes need to be done to get each project ready/presentable

2) Create a visual timeline for this semester. Include all class project deadlines and make deadlines for yourself for each of your 10 projects. Use colors to differentiate between different tasks. Show when you start a project and when you will complete it. The length of time you spend on a project depends on how much revision each project needs. Five need to be complete by Midterm review on March 4/6 and all 10 by April 6.

3) Bring any existing personal identity designs

Assignment for January 30: Individual Projects and revised timeline

1) Bring an existing project to class which needs revisions.

2) Personal Identity sketches

3) Individual Projects proposal

Spend time reviewing your existing work and come to class with the following cleanly typeset on no more than two sheets of paper to hand in:

proposal for *three* different Individual Projects which augment your existing work

These projects will be self directed (with my assistance) and should be customized to what exists in your portfolio currently or what does not exist (in other words a gap... something is missing that needs to be filled or something that you have personally wanted to explore... subject matter, a conceptual direction, materials, media or an application).

Examine what you have and determine what needs work (could be you simply need to add on to a project...). Then determine what is missing. Remember to think about who it is you will be targeting (your audience): type design, packaging design, ad design, environmental or exhibit design, etc... Do you have an interest in something other than traditional print medium? Do not feel like you must limit yourself to three individual projects although you must have no fewer than three.

You may want to include the following (unless you have other projects that cover these points):
• Define the overall design problem or project (advertising, promotional, informational, etc.)
• Define the client
• Define the audience
• Provide historical examples of similar projects, styles, or influences
• Organizational system of brainstorming, concept through roughs and comprehensive
• Process Booklet
• Multi-page layouts with strong typography
• Corporate Identity Manual / Branding

Assignment for February 1: Portfolio Influences

In a typeset paper, explain the following points:

a) who historically influences your work and why, point out examples of this influence in actual work of yours

b) what medium/media are you most
interested in and why

c) what are the conceptual implications of your work

d) what issues are you interested in exposing through your work and why (are these issues visible in your work currently)

e) what do you think is your biggest weakness currently in the work which constitutes your portfolio

Assignment for February 6
        10 ideas for portfolio book based on identity due
        Hand in draft Resumes

Graphic Design The Field (?)

Graphic designers are professionals who practice visual communications. We use elements of design: color, type, illustration and photography to organize ideas visually in order to convey the appropriate visual impact and message. In addition to aesthetic judgement and project management skills, the professional graphic designer is experienced in evaluating and developing effective communication strategies which will enhance the company's image, service or product. Design is all about the concept.

Graphic design is effectively applied to all sorts of visual communications; not only to printed materials like magazine and books, but also to three-dimensional packaging and products, and to identity systems of business and industry through identity marks and collateral promotion (including annual reports, catalogs, brochures, direct mail packages, and so on) as well as interactive and dynamic forms of communication available via the internet.

Graphic Design Specialities

Identity & Systems Designers
specialize in the creation and strategy behind identity mark-making and brand positioning/management, and systems design. This has become a specialization in more recent years.

Corporate Graphic Designers
specialize in the design of corporate communications and identity programs, signage internal and promotional publications and/or annual reports

Environmental Graphic Designers
plan, design and specify sign systems (signage) and other forms of visual communication in the built environment

Advertising Graphic Designers
specialize in the design of magazine and newspaper advertising, often handling posters and billboard applications

Publication Designers
create the formats and the look of magazines or tabloids. These publications have an editorial point of view and often contain advertising

Collateral Designers
specialize in design of catalogs, packaging, brochures, direct mail, packages, annual reports, posters and so on.

Book Designers
develop the style and visual flow of a book using the graphic elements of typography, illustration and photography.

Typeface Designers
create original letterforms, modify existing typefaces or design typefaces.

Web Designers
specialize in information architecture and the design of information and space within the internet environment.

Advertising **The Field (?)**

Advertising sells not only products but also services and ideas. It can do a job for both profit and nonprofit organizations. In addition, advertisers spend well over $150 billion dollars a year to reach customers and potential customers in the U.S.A., and the average person sees or hears some 600 ads each day.

Advertising takes many forms and uses many approaches. People sometimes confuse advertising with publicity and public relations. Advertising differs from these in that it usually involves the buying of space and time. Publicity and public relations depend upon being noticed by the media and being incorporated into regular news and editorial columns or programs. The space and time they get is free.

Advertising is about ideas, or as we call them, concepts. Great design and art direction mean absolutely nothing in the face of an ad without an idea. Some of the greatest creative minds and the hottest agencies built their reputation on print advertising.

Advertising Specialities

National Advertising (non-geographic)
brand name advertising, emphasis is on the product rather than the place where it may be purchased. Intended to establish a national demand.

Retail Advertising (national/regional/local)
this form of advertising promotes national products as well as retail stores. Purpose is to get potential customers into particular stores.

Direct Response/Direct Mail Advertising
advertising directly from the manufacturer to the buyer through a catalog, thus eliminating the retail outlet. Direct marketing advertising asks that a product be ordered by letter, coupon, to phone.

Trade Advertising/Business to Business
audience consists of retailers, wholesalers or brokers and stresses the profits that can be made from stocking and selling it. Advertising not intended for the average customer but done for manufacturers of materials or products to wholesalers, retailers, etc.

Institutional or Corporate Advertising
attempts to win an audience over to a point of view, attempts to build a favorable image for its sponsor. General promotion of a company to improve their overall image in the public's eye.

Non-Profit Advertising
public service announcements (PSA). Advertising that promotes a good cause.