Course Outline

Course Title: Creative Copywriting
Submitted By: Fredeen

Semester Course Prefix and Number: Grap 1267
Approval Date: 11/12/19

Old Quarter Course Prefix and Number: 
Revision Date: 

Number of Credits: 2
Number of Lecture Credits: 2
Number of Lab Credits: 
Number of Lab Hours: 
Number of Studio/Demonstration/Internship Credits: 

Semester(s) Offered: Class Size: 22
Negotiated by AASC on: (date 11/12/19)

Course Purpose Code:

0 – Developmental Courses
1 – Non-transferable
2 – Technical course related to career programs
3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
4 – Other college course not considered a part of MNTC (e.g. computer science, health, physical education)
5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.
6 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description: Students in this course will learn basic copywriting skills in the graphics profession as they pertain to the creative process. Students will learn how to tell stories to engage audiences across a variety of mediums including radio, television, print and digital.

Prerequisites and/or recommended entry skills/knowledge:
Course Prerequisite(s):
Reading Prerequisite:
Composition Prerequisite:
Mathematics Prerequisite:

Career Programs and Transfer Majors Accessing this Course:

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable:
(Notes: No more than two goals may be met by any one course. AASC review and the Chief Academic Officer’s approval are required.)

0. X None
1. Communications
2. Critical Thinking
3. Natural Sciences
4. Mathematical/Logical Reasoning
5. History and the Social and Behavioral Sciences
6. The Humanities and Fine Arts
7. Human Diversity
8. Global Perspectives
9. Ethical and Civic Responsibility
10. People and the Environment

Learning Outcomes: (including any relevant competencies listed in the Minnesota Transfer Curriculum)
Upon completion of this course, the student will be able to:

1. Demonstrate how research and creativity mesh together to tell a story.
2. Reiterate a client’s needs within a specific set of parameters.
3. Draft copy that will carry across a variety of platforms including radio, broadcast, print and digital.
4. Apply writing skills to craft a radio spot.
5. Produce a script for broadcast.
6. Write materials for a variety of print applications.
7. Condense messages to fit within the tight constraints of digital advertising.

**Student Assessment Methods May Include:**

Portfolio, quizzes, storyboarding, scripts, and hands-on learning.

**Use of Instructional Technology:** (includes software, interactive video and other instructional technologies):

**Additional Special Information:** (special fees, directives on hazardous materials, etc.)

**Transfer Information:** (Please list colleges/majors that accept this course in transfer.)

Bemidji State University, University of Minnesota-Duluth

**Affiliated Mesabi Range College Courses and Programs:**

**Approvals:**

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**Distribution:** Original – Instructional Services

**Copies:** Transfer Specialist, Originating Faculty Member, Records

**Revised:** December 2012