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INSIDE V






"Move over Anne Geddes" - CHEX TV January 2011

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THE WORLDWIDE PHOTOGRAPHY GALA AWARDS GOLD AWARDEE



INSIDE ^

V OUTSIDE

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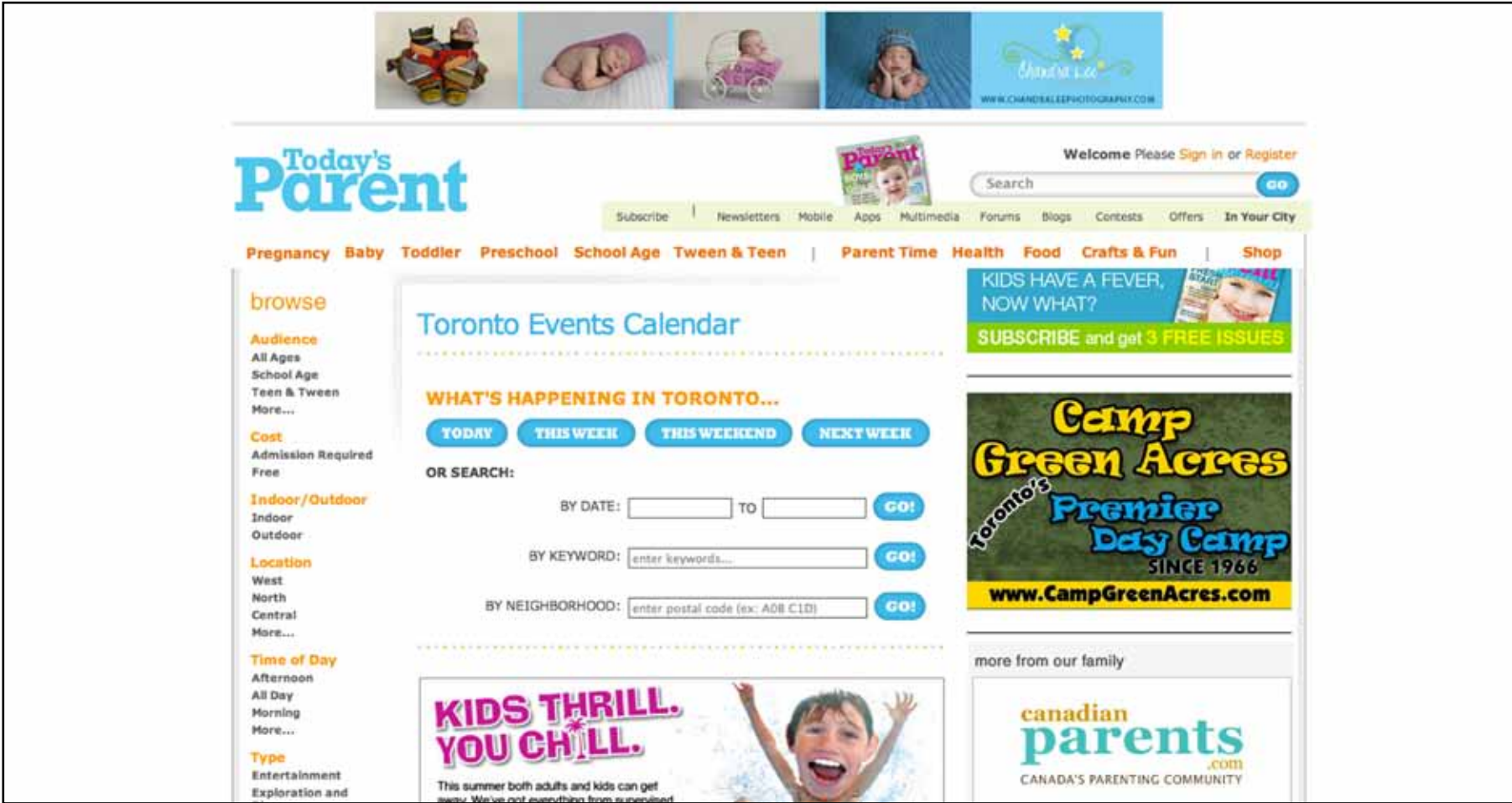
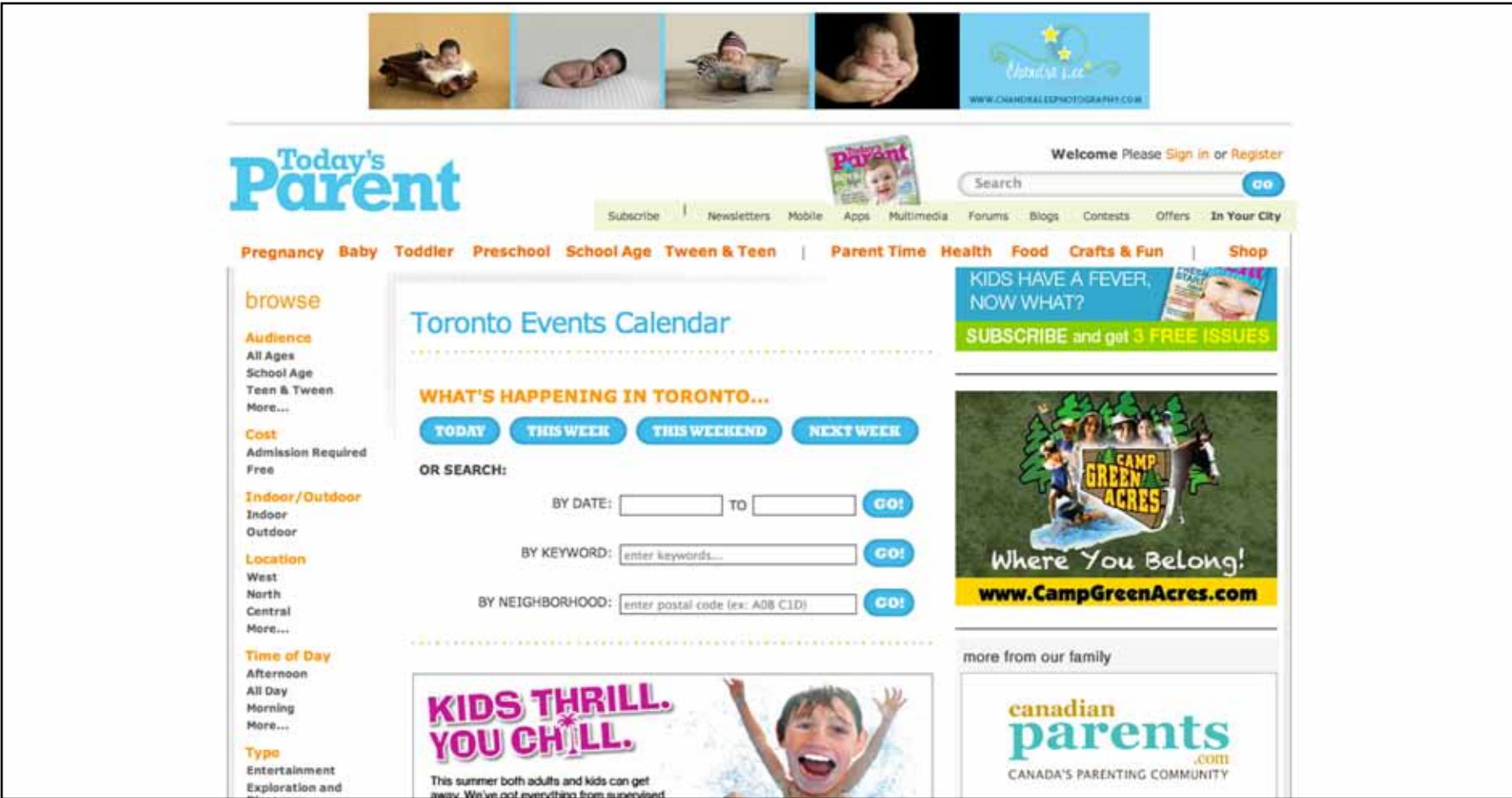




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**AD MAG** > >



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**DURHAM  
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SUCCESS MATTERS

# VOL. 2 - 2012

## AD MAG Vol. 2 2012

Welcome from the Editors

Welcome to your issue of Ad Mag, the alumni publication developed by current advertising students for past advertising graduates. We hope this publication brings you up to speed with the exciting new developments that now define the advertising program at Durham College. If you have any comments or questions as to the development of this publication please feel free to contact me:

Greg Murphy  
Dean, School of Media, Art & Design



**DURHAM COLLEGE**  
BIGGER MATTERS

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Advertising Program Coordinator  
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## Table of Contents

**Where We're At**  
Page 4

**About Our World**

**Roundtable Day**  
Page 5

**The Grads Reunite**

**Chronicle**  
Page 6

**Read All About it**

**Fieldwork**  
Page 8

**Entering the Field**

**Our Time**  
Page 10

**All For One**



AD MAG

3

# Where We're At

## ABOUT OUR WORLD

# SAY YES TO ADVERTISING

Advertising touches us every day. Advertising is a complex subject—valid economic activity in the view of some, a social blight to others. Advertising is an industry buzzing alive with information exchange and activity. It's broad and diverse in scope and needs people with varying backgrounds and talents to make it all come together.

Durham College Advertising reflects the real world of advertising from agency to publishing. In this end,

the program deals with the five main components: production/design, account service/promotion and media planning/buying.

**“DURHAM COLLEGE REFLECTS THE REAL WORLD OF ADVERTISING FROM AGENCY TO PUBLISHING”**

Students become familiar with account service by landing and managing clients for the campus publication. They refine their design and production

skills by producing client material on a weekly publishing cycle. They are trained in the workings of other media such as broadcast (tv and radio), out of home as well as online.

Graduates find employment in a number of different but related fields. Many enter the work force as production and sales coordinators, others enter as account representatives and media reps, others enter as production artists and junior designers. The job opportunities are in demand as the students themselves.

PROGRAM OF STUDY

**Semester 1**

- Introduction to Advertising
- Writing 1
- Computers for Advertising
- Pop Culture, Film & Society
- Marketing & Consumer Behaviour
- Digital Photography

**Semester 2**

- Writing 2
- Creative Techniques
- Advanced Image Edit
- Design Theory
- Sales Techniques
- Excel
- Anim8tor Graphic Design
- Technical Design (Advert)

**Semester 3**

- Writing 3 (Advert)
- Media Studies 1
- Media Production 1
- Animated Graphic Design
- Technical Design (Advert)
- Account Management (Chronicle Sales)
- Sales Practicum (Chronicle Sales)
- Excel
- Creative Applications (Chronicle Production)

**Semester 4**

- Advertising Law
- Advertising Research
- Media Productions 2
- Publications 1 (Technical)
- Media Studies 2
- Creative Applications (Chronicle Production)
- Account Management (Chronicle Sales)
- Sales Practicum (Chronicle Sales)

**Semester 5**

- Video Production (Advert)
- Publications 2 (Technical)
- Integrated Campaign Development & Execution
- General Education Elective
- Sales Promotion & Direct Marketing

**Semester 6**

- Professional Practice
- Portfolio Preparation
- Field Placement - Advertising

Roundtable Day

FOLLOWED THEIR DREAMS

THE GRADS  
REUNITE

Our tenth anniversary Roundtable Day

From where we are to where they go. Each year during third year's Portfolio Development class, former Durham College Advertising students return to share their real-life experiences in the advertising world.

Developed to relieve the stress of the "one-on-fifty guest speaker" effort, Roundtable Day takes on a less formal nature. Past graduates set up a booth of sorts displaying their current products/services developed on the job front. They also display their student work that got them there; portfolios, cover letters, and resumes to name a few.

Current students can source out the industry people to which match their own desires. One-on-one discussions take place with current and former students comparing strategies. The experience is enriching for those who are focused in their area of pursuit, as well, it expands horizons for those who are still exploring what's available in the advertising world.

Showcasing their talents achieved through Durham College Advertising, as well as the industry, the graduates bring the workplace to the classroom delivering greater depth to the academics gained. The past Roundtable Day saw our first SKIPPED in participant from Calgary. The world is changing!

From Left to Right: Amanda Veraldi, Ashley Templeton, Beth Donnelly, Erik Malmholt, Erin Booth, Erin Napier, Ian Todd, Jessie Fisher, Megan Jenkins, Mike Needler, Mike Peleshok, Mike Raines, Tyler Duncan

AD MAG

5



Chronicle

READ ALL ABOUT IT

THE STUDENT VOICE

Since 1977 the Durham College Chronicle has serviced Durham College by keeping its campus abreast of all the news, sports, and entertainment that makes Durham College what it is. Its distribution runs 4000. More importantly this award winning publication has provided the advertising and journalism programs the learning vehicle to apply the theory/knowledge studied into real application.

As the learning vehicle, journalism students are responsible for the editorial portion while the advertising students are responsible for the advertising. Theory/training courses that are delivered during the first year of the three year program are put into application. The Chronicle is not an after-school club, it's part of the curriculum. Students are graded for their efforts.

Advertising students are organized into two sections during the second year, sales/account service and design/production. The sales section is trained and encouraged to capture the community's interest in advertising space. The design/production section creates this solid material on a weekly production cycle. Between the first and second semester of the second year the two teams switch roles so each student gains practical experience on both sides.

The process of production runs as close to an actual publication cycle as the industry dictates. Tuesday sees the sales/account service section finalizing the needs of their clients. Wednesday the sales/account service reps enjoy their success during weekly sales section "closing" meeting. All working forms are completed to commence the production cycle as a majority of the material is produced "in-house" by the student creative team. Thursday is devoted to the creation of client material based on client requests and sales rep direction using industry standard software.

MISSION

**SALES ACCOUNT SERVICE**


- Create support material for the sales closure assistance (sales kit)
- Canvas the local community for prospects and clients report leads, prospects, final sales during weekly sales meetings
- Close sale with preparation of sales contract
- Resign ad space with invoice preparation
- Quality control (proof reading) material production prior to insertion
- Liaison with client for final approval of materials
- Relay additional information to the creative team via coordinators
- Prepare client logs/files reporting all client activity to the sales manager

**DESIGN/PRODUCTION**

- Receive raw material via request form
- Review material for clarity and accuracy
- Search out visualization (photos/logo)
- Create visualization (illustrations, logos)
- Prepare thumbnail for art director approval
- Within partnership, prepare appropriate material using the design software
- Proper file management of all material produced (college network)
- Make alterations or changes/additional client requests if applicable

**COORDINATION**

- Prepare run sheet for ad submission
- Quality control of ad insertion with master sheet
- Prepare dockets for distribution to creative team
- Quality control of all finished material from the creative team
- Report quality control to art director and sales manager on a weekly schedule
- Digital insertion of finalized material into the newspaper editorial pages
- Peer to peer evaluation
- Portfolio/top 3 selection
- Prepare tear sheets for inclusion of invoice



6

AD MAG

Chronicle

PAST NEWS

A SUPERIOR INSPECTION

It takes a great deal to impress Teacher Kev. It takes a greater deal to impress a panel of external judges, which is in fact what Chronicle Crew 2010 achieved during their time in the "club."

Grad class 2011 hit their peak during their time in Chronicle. Their efforts were awarded Top Advertising Design in the annual OCHA (Ontario Community Newspaper Association) competition. In addition, the Durham College Chronicle, as a whole, garnered top spot as Best-Over-All in the Better Newspapers category. You have to admit that's a fine double feather in their cap. Taking top spot in semester one, during the on-campus competition, were Jon Frege and Angela Lee. In second term the honours went to Neil Clancy and Nick Kirakou.

As we move forward with Chronicle, our advances since their time has included the removal of paper. All working forms that once padded traditional file folders have been replaced by digital files with form fields making the world a bit greener and our grads a touch more savvy.

KEV'S WRAP UP

By: Kevin F Drinkwalter



The 2010-11 Academic year proved to be a very successful one for the sales crew of the DCA/OT Chronicle. Although national media spending in the newspaper category continues to experience significant declines, campus publications such as The Chronicle are still the vehicles of choice being utilized by local advertisers. Local advertisers often have limited promotional budgets and therefore tend to favour community and campus publications, as they are considerably less expensive than some of the other traditional and emerging alternatives.

Last year the highest Chronicle ad sales went to Catherine Childhouse (Fall, 2010) and Sean Bentley (Winter 2011). Each received certificates to include in their program portfolios. Although overall leadership in newspapers continues to decline in favour of digital alternatives, our little campus newspaper continues to be a vehicle students turn to for campus information. The Chronicle is a student run publication where staff volunteers run most campus newspapers. Our paper is unique in that all content and advertisements are created by students for students—it is a true student voice and labour of love.

As students look to new and emerging media vehicles to get their information, the DC Advertising program will continue to work with their Media, Art and Design partners to develop "value-added" advertising packages for local prospects. The name of the ad game has always been about innovation and promotion and therefore we will continue to evolve our offerings so our students have the right sales tools to assist them in gaining valuable experience.

DAWN'S CHATTER

By: Dawn Salter



PHOTOGRAPHY BY ANN STEIGELTZER

AD MAG

7

Fieldwork

ENTERING THE FIELD

STAND UP TO REALITY

One of the most important components of the advertising program is its Fieldwork Placement. All eligible students enter the industry in the discipline they have focused their studies on. Each enters into a wide range of roles from account service, media, promotion, production, coordination and layout and design.

\*Field Placement provides students with an opportunity to put their skills they have learned into practice in a professional manner. Students gain an insight to the industry as well as gain practical work experience as an active member of the department or company.

They are directed and overseen by the organization they have researched and applied to be interviewed for and have landed all on their own. The contacts they can be made in this "who you know world" cannot be measured.

Field Placement is treated as a subject within the advertising curriculum. Therefore completion of the six to eight week term is necessary to qualify for graduation. A relationship is built between the Fieldwork supervisor and the organization as to the success of the student's stay. Employers provide feedback to the school, which is shared with the participating student.

The additional prep courses for Fieldwork Placement are Professional Practice and Portfolio Preparation. All students who have successfully completed semester one through five are eligible for enrollment of these courses.

These courses focus on assisting the students in developing the tools necessary in landing their placement position or first job. They act as "self promotion" classes. They provide training in helping to determine the discipline of advertising that best matches the student's wants and skills. Additional instruction is given on cover letters and resume preparation, portfolio development and delivery, interview and job search techniques.

Over the years the advertising fieldwork network has grown larger and larger as every year more and more students enter the industry. The facing page highlights a portion of the success of the 2011 Fieldwork Placement activities. Take a look at who went where and who did what.



PAVING THE PATH FOR THE FUTURE

Our advertising students are ready to work and are looking for placement opportunities. If your business is in need of talented individuals in the area of account service, sales, production, design, promotion or media, Durham College Advertising is where you can find them.



DURHAM COLLEGE  
SUCCESS MATTERS

For more information contact Dawn Salter or Kevin F. Drinkwalter at 905.221.2000

8

AD MAG

Fieldwork

2010/2011 CREW

2011 COOP HIGHLIGHTS





<b>Kevin Gonsalves</b> Cossette Production	<b>Nick Kirakou</b> National Post Production	<b>Alex Berube</b> Adbloc Account Service
<b>Laura Crocker</b> Young & Rubicam Media	<b>Dana McCormack</b> St. Joseph Media Coordination	<b>Kaitlyn Gordon</b> Leo Burnett Coordination
<b>Scott Grant</b> Totem Account Service	<b>Brittany Jamieson</b> Cargowall Media	<b>Kevin McCarthy</b> Metroland Sales
<b>Jesse Young</b> Toronto Community News Sales	<b>Leanna Hess</b> BIB Marketing Account Service	<b>Nikki Vareta</b> Creative 7inc Production
<b>Courtney Gillett</b> Maple Leaf Sports Coordination	<b>Brian Freve</b> Metroland Sales	

AD MAG

9



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Our Time

ALL FOR ONE

THE CORE ALLIANCE

Step 1: Collide. Ad Mag is what every advertising student looks forward to. This is where we come together in groups, bring forth our knowledge, skills and creativity that we have learned over the past couple years to create a full 12 page magazine from start to finish. By third year, we have all had the experience of working together, thinking together as a class, with great ideas just pouring out of us. Then comes Ad Mag, no matter how well we know each other, or what friendship were built the ideal Ad Mag groups were then formed.

Our group Core Publication was formed and in the beginning we all had different ideas of what we wanted to accomplish throughout this semester long process. Originally we all had a fairly similar goal of what we wanted to accomplish for our magazine. Once it actually came to creating

Ad Mag, it was challenging to bring together the ideas of four people and incorporate them into one. It was Core's number one challenge of Ad Mag making sure everyone felt included and that everyone liked the progress of the magazine.

Step 1: Collaborate. Harmonizing our ideas was definitely an issue with Core Publications. Separating our personal thoughts, wants and needs and setting them aside so we all could communicate together. There was a lack of collaboration, our group members were working separately in their own space, as opposed to working with one another. This continued for a couple classes until we all sat down and discussed why things were not going the way we had anticipated. We realized this was not the way to go and that we were creating one magazine not four

different ones. So Core Publications bit down on the Big Apple – we all planted our teeth and said enough is enough. We sat down as a group and spoke to one another of what all needed to be improved. We all came to terms with our individual roles and were able to collaborate as one. We all set our egos and different personalities aside for the remainder of Ad Mag and realized that we all could not get exactly what we wanted. We had to be completely unbiased and take our individual selves out of the equation. We all had to give and take and make sacrifices to come up with a magazine that would be inspiring and unforgettable by everyone.

By: Core Publications.

WE NEVER BITE OFF MORE THAN WE CAN CHEW

AMANDA MCFARLAND  
ART DIRECTOR

ANN STRZELCZYK  
COORDINATOR

SERGEI FOMINE  
ART DIRECTOR

TANYA COFFEY  
PUBLISHER

PHOTOGRAPHY BY CORE PUBLICATIONS

10

AD MAG

It Was a Night For The Books

On Nov 23rd The Advertising Program got Tight and Bright.

Where oldschool was... not forgotten.

cccg

MY ROLE AS SENIOR ART DIRECTOR:

RESPONSIBLE FOR DEVELOPING AND MAINTAINING THE STYLE SHEET FOR THE AD MAG PUBLICATION FROM PAGE TO PAGE; WEEK TO WEEK.

FROM CONCEPT TO FINISHED ART, DESIGNERS PERFORM THEIR TASKS UNDER STRICT TIME CONSTRAINTS. LIASIONING WITH COORDINATORS ENSURES THAT ALL MATERIAL REQUIRED TO COMPLETE THEIR ROLE IS THERE WHEN NECESSARY.

THEIR PRIMARY FUNCTION IS TO FORMAT THE REQUIRED EDITORIAL/ADVERTISING PAGES USING INDUSTRY STANDARD SOFTWARE.

CORE Publications



# AD MAG PROGRESS



**Amanda Belle McFarland**  
DUE FRIDAY by 3:00 PM

-TITLE PAGE SIGNED

-PAGE 6/7 PRINTED OUT IN BOTH B&W AND COLOR

-PAGE 4/5 PRINTED OUT IN BLACK AND WHITE

-PAGE 8/9 PRINTED OUT IN BLACK AND WHITE

HAND THIS IN AS A PACKAGE WITH THE TITLE PAGE SIGNED BY BOTH ANN AND TANYA

Like · Comment · Unfollow Post · November 7, 2011 at 1:35pm




Tanya Coffey and Ann Strzelczyk like this.



**Ann Strzelczyk** PRINTED, SIGNED, HANDED IN Thursday November 10

November 10, 2011 at 3:01pm · Like

Write a comment...




**Amanda Belle McFarland**  
Meeting with the Designers Monday Nov. 7

We need to watch the distance from the folio to the images at the bottom of the page, page 6 and 7 had more space than the other pages. Otherwise everything is fine.

Page 6/7 is due Friday November 11th by 3pm signed by Ann and Tanya. To hand in is: title page signed, page 6/7 printed out in BOTH black & white AND color. Page 4/5 printed out in black & white, and page 8/9 printed out in black & white.

We only have pages 10 & 11 and the front and back cover to do after this, we came up with a theme for the back cover. It is always about the Advertising program in some sort of way and we had to pick a new theme, which is going to be ad social aka the 80's tight and bright pub night from last year.

Like · Comment · Unfollow Post · November 7, 2011 at 10:37am



Tanya Coffey and Ann Strzelczyk like this.

Write a comment...



**Serge Maxamillian**  
this is somewhat something i had pictured in my head except alot more refined i guess iunno



Like · Comment · Unfollow Post · November 22, 2011 at 11:19pm



Ann Strzelczyk and Kevan Drinkwalter like this.



View all 5 comments



**Kevan Drinkwalter** i love the imagery ... maybe its the gradient im not a fan of ... its an element not introduced thru the magazine ... maybe just the tan background you used on the editorial pages ...to add connection from cover to insides

November 23, 2011 at 5:38pm · Like · 1



**Amanda Belle McFarland** serge im emailing you the background, i used it at 36% opacity on every page

November 23, 2011 at 6:11pm · Like · 1

Write a comment...



**Amanda Belle McFarland**  
soooo whats everyone think ?



Like · Comment · Unfollow Post · November 23, 2011 at 9:45pm



Serge Maxamillian and Ann Strzelczyk like this.



View all 9 comments



**Kevan Drinkwalter** it looks like a colouring book to me ... sorry ...im on meds for a cold ... lol

November 23, 2011 at 10:13pm · Like



**Kevan Drinkwalter** match fonts from your style sheet to add connection

November 23, 2011 at 10:17pm · Like

Write a comment...



**Amanda Belle McFarland**  
changes!



Like · Comment · Unfollow Post · November 23, 2011 at 11:51pm



View all 4 comments



**Amanda Belle McFarland** YYYYY

November 24, 2011 at 8:13am via mobile · Like



**Kevan Drinkwalter** the only question i have tho ... the image inside the window ... is that copyrighted?

November 24, 2011 at 8:21am · Like

Write a comment...



**Amanda Belle McFarland**



Like · Comment · Unfollow Post · November 27, 2011 at 8:26pm



Tanya Coffey likes this.



View all 3 comments



**Amanda Belle McFarland** haha no problemo

November 27, 2011 at 8:26pm · Like · 1



**Tanya Coffey** My bad girl my bad.. Ty

November 27, 2011 at 8:59pm · Like

Write a comment...



**CAMPAIGNS** > >



**A TINY GIRL  
WITH  
BIG IDEAS**

CAMPAIGNS ACROSS A VARIETY OF MEDIUMS

NESQUIK CAMPAIGN - COMMERCIAL STORYBOARD

VIEW THE TV SPOT AT [WWW.AMANDABELLEDESIGNS.COM/GETYOURSHAKEON.MP4](http://WWW.AMANDABELLEDESIGNS.COM/GETYOURSHAKEON.MP4)



“Boy i’m getting thirsty!”



“Mom can you get us a drink please?!”



“You girls are gonna have to get it yourself i’m a little bit busy”



Girls run to kitchen...



They open the fridge



They grab the Nesquik



They grab the milk



“I got a great idea!”



Pours Nesquik in mouth



Pours milk in mouth



She shakes her head from left to right ...



“How do you get your shake on?”



Nesquik



NESQUIK CAMPAIGN - PRINT, OUT OF HOME & MOBILE

*How do you get your shake on?*



TELL US HOW YOU GET YOUR SHAKE ON AND WIN!

SCAN THE QR CODE TO VOTE FOR THE SUBMISSIONS!



*How do you get your shake on?*



NESQUIK CAMPAIGN - OUT OF HOME & WEB

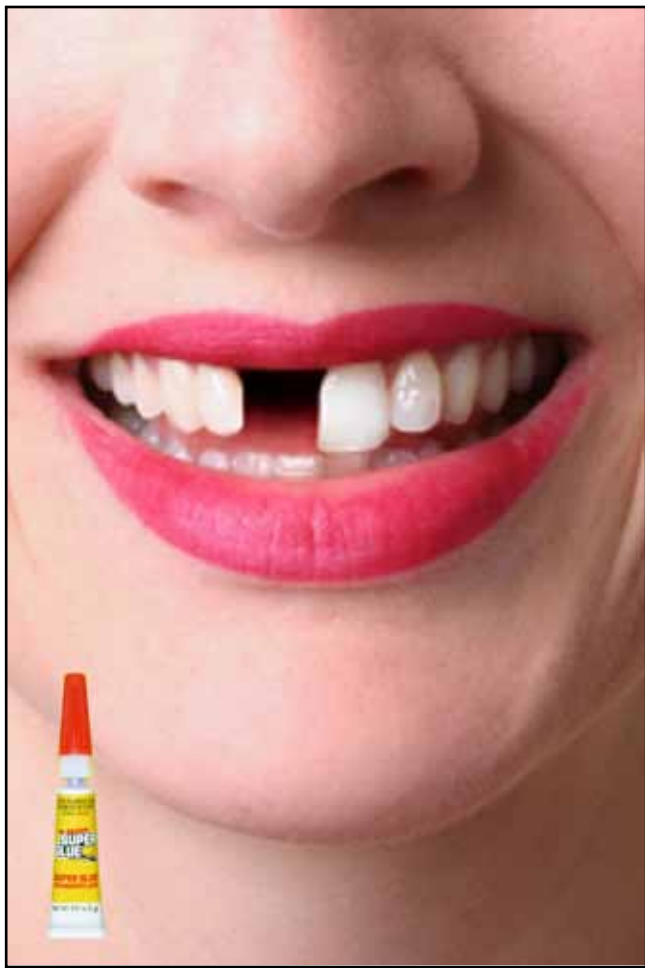


HOW DO YOU GET YOUR SHAKE ON?

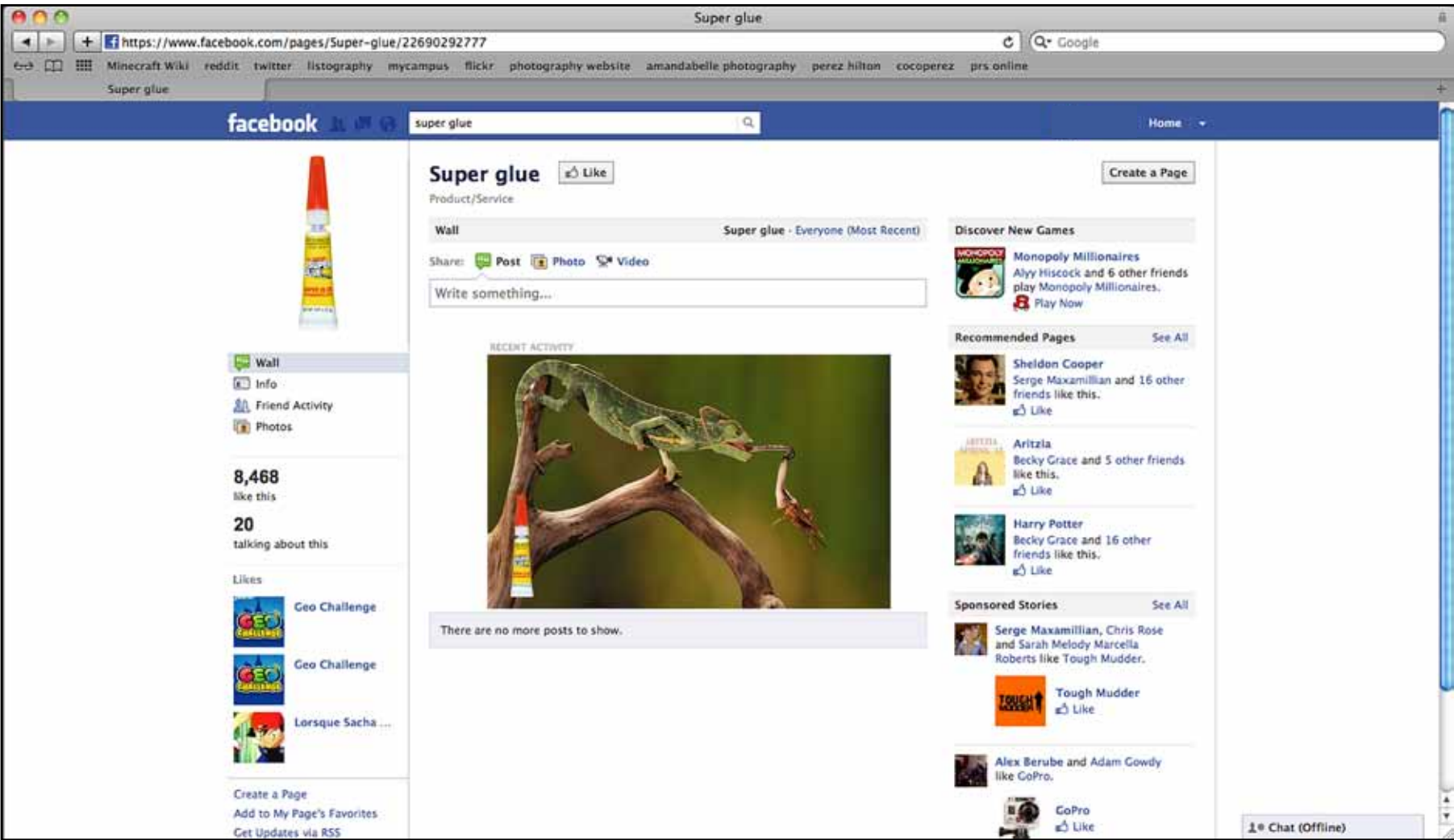




SUPERGLUE CAMPAIGN - PRINT



# SUPERGLUE CAMPAIGN - WEB





SUPERGLUE CAMPAIGN - OUT OF HOME





VISA WIN WHAT YOU BUY CAMPAIGN - PRINT



It's like shopping in the 'Everything For Free Store'  
when you win what you buy from VISA. [www.visa.ca](http://www.visa.ca)

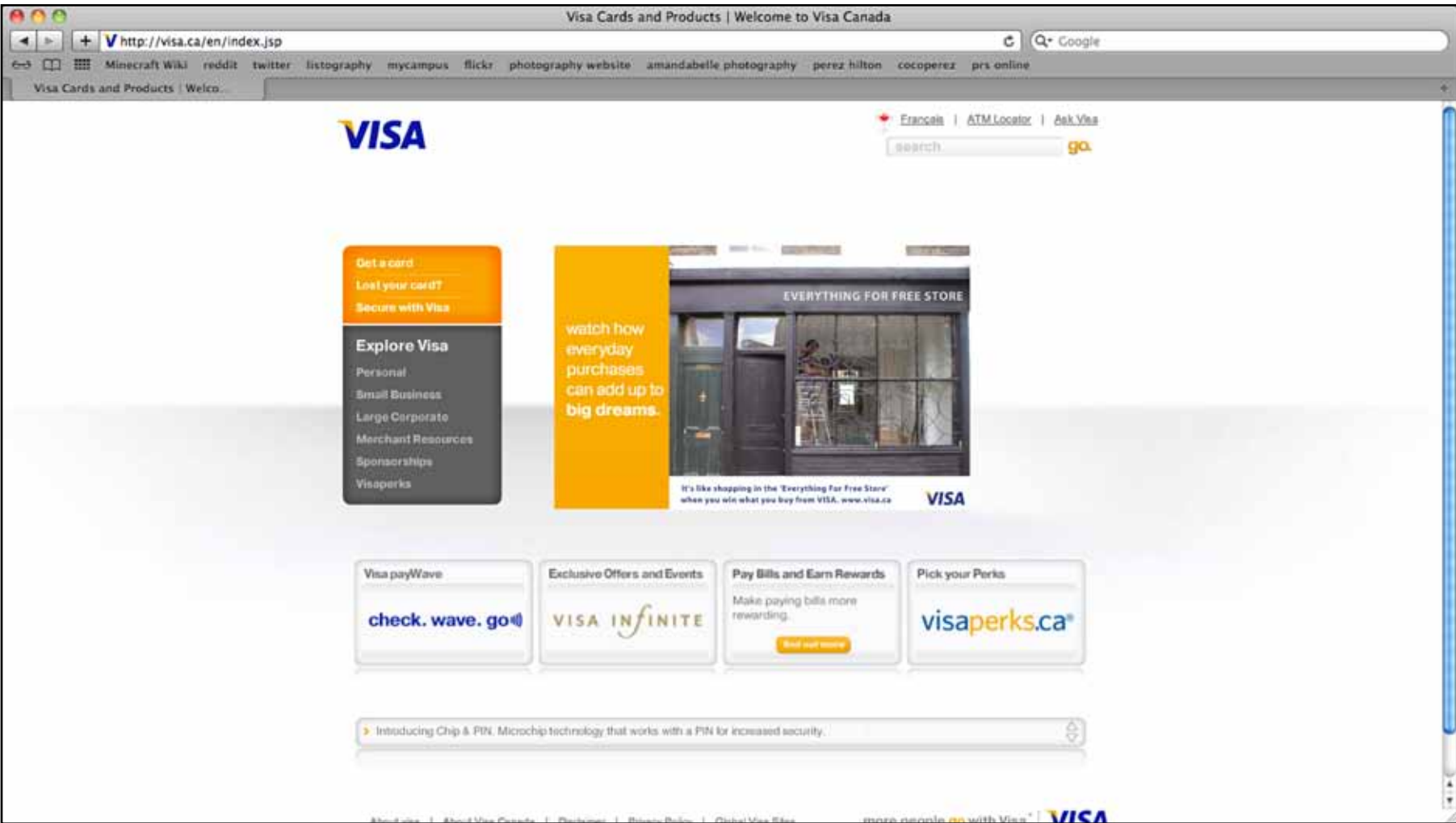


It's like shopping in the 'Everything For Free Store'  
when you win what you buy from VISA. [www.visa.ca](http://www.visa.ca)



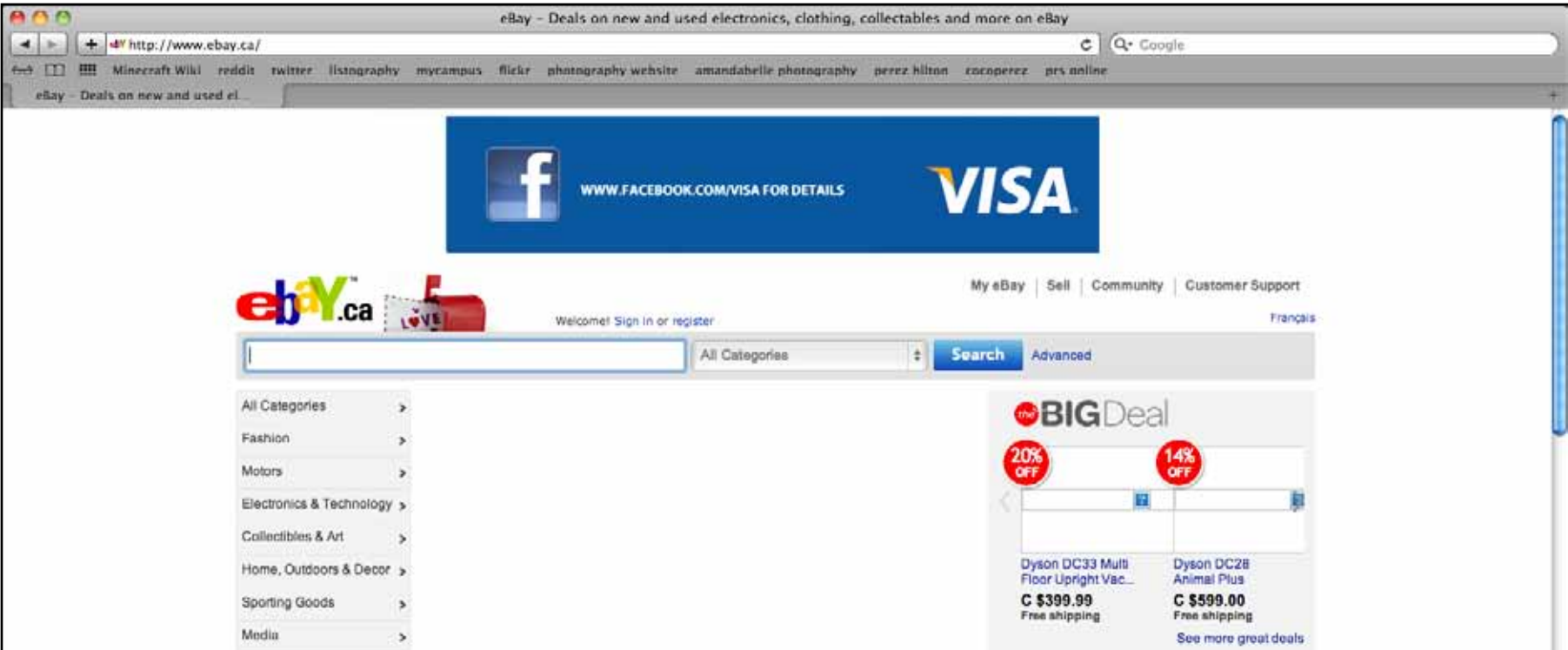
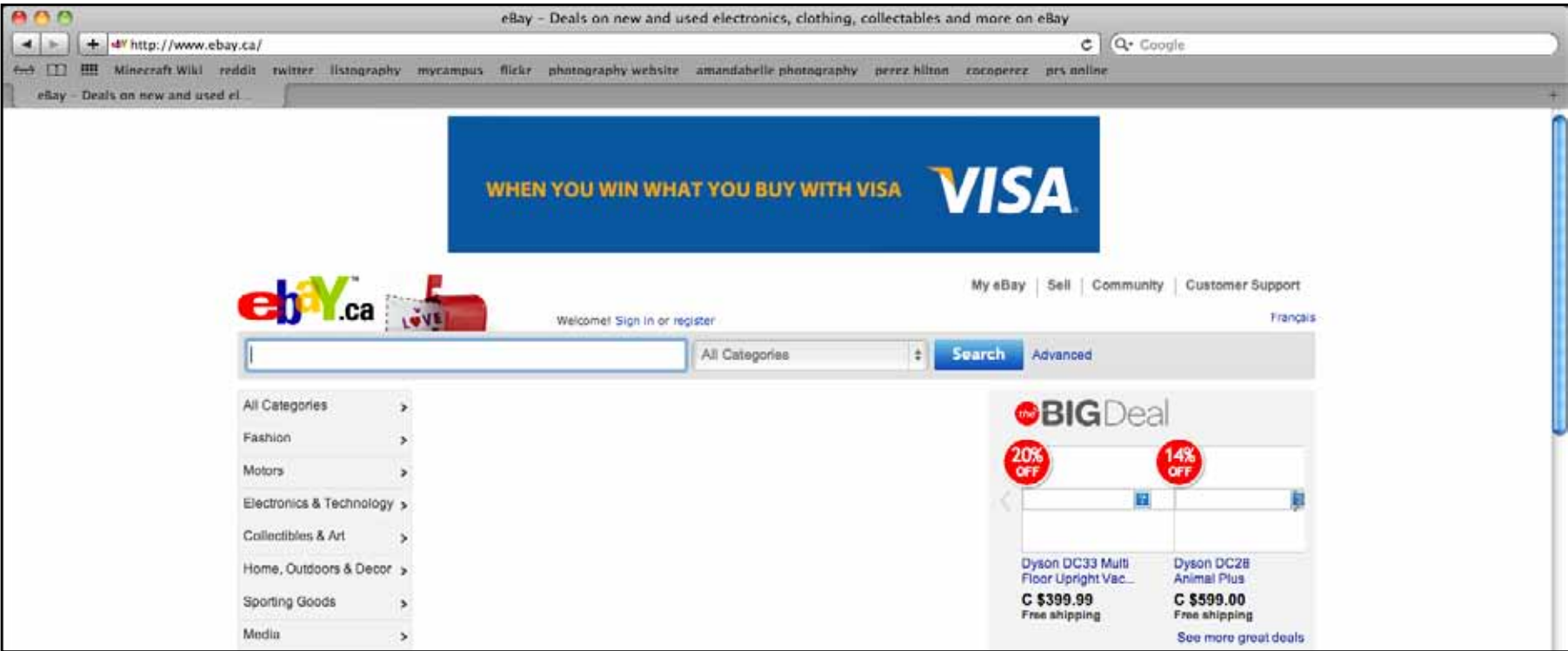
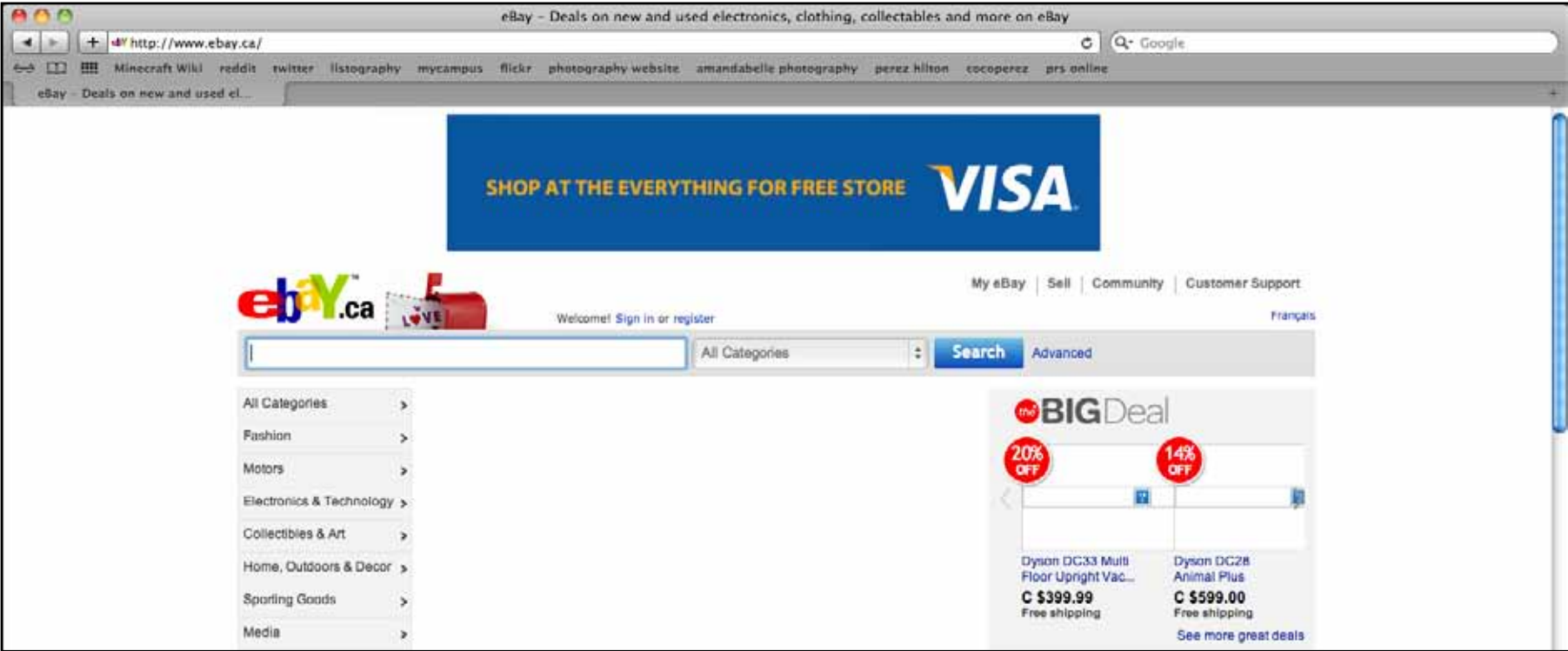


VISA WIN WHAT YOU BUY CAMPAIGN - WEB



# VISA WIN WHAT YOU BUY CAMPAIGN - ONLINE BANNER AD

VIEW THE AD AT [WWW.AMANDABELLEDESIGNS.COM/VISABANNER.HTML](http://WWW.AMANDABELLEDESIGNS.COM/VISABANNER.HTML)





THE FORMAT - CD RELEASE CAMPAIGN

CD RELEASE PARTY


THE FORMAT

*escape the butterflies*

An illustration of a woman with dark hair wearing a black blazer over an orange shirt, and a man with a beard wearing a pink polo shirt. They are both looking towards the left, where several colorful butterflies (pink, yellow, green, blue) are flying. The background is a light beige color with a large yellow abstract shape at the top.



FEBRUARY 18th 2010  
\$15 COVER  
416-726-4291  
KOOL HAUS  
132 QUEENS QUAY E. TORONTO



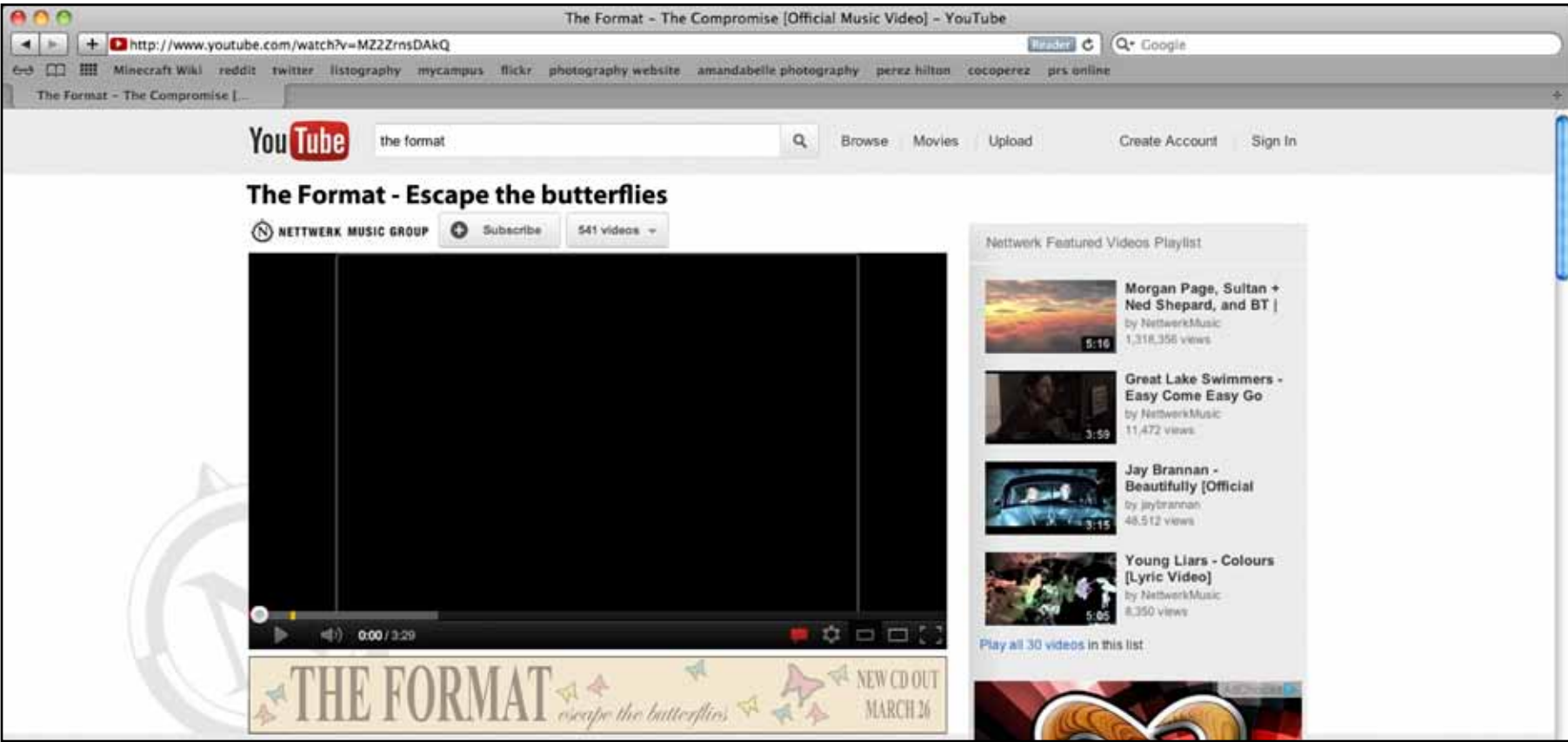
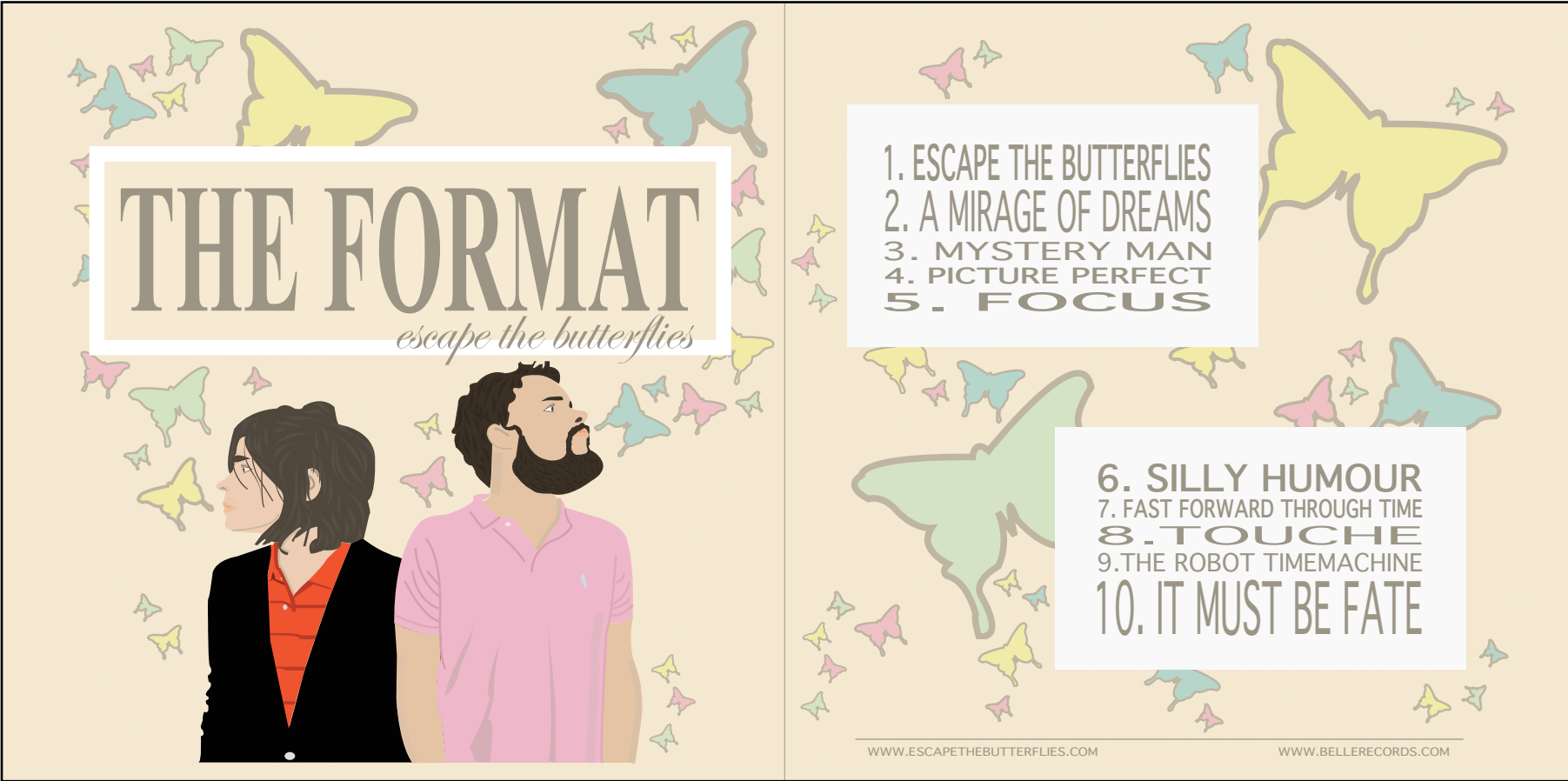
PEPSI CO.

ROCKSTAR

CONVERSE

MUCH MUSIC

THE FORMAT - CD RELEASE CAMPAIGN





**CHRONICLE > >**

**A TINY GIRL  
WITH  
BIG IDEAS**

CHRONICLE - DURHAM COLLEGE NEWSPAPER

# STYLISH OFFER FOR STUDENTS!



## INTRODUCING AQUILIBRIUM'S PROTÉGÉ STYLISTS

RECEIVE A WOMEN'S HAIRCUT FOR ONLY \$25 (TUESDAY - THURSDAY)

**INCLUDES: CONSULTATION, AROMATHERAPY CLEANSING RITUAL  
AND A CUT & STYLE WITH A STYLIST FROM OUR NEW TALENT TEAM**

**BOOK TODAY! BRING YOUR STUDENT ID TO VALIDATE YOUR RESERVATION**

VALID UNTIL: APRIL 30, 2011

WINNER OF THE 2010 READERS' CHOICE AWARDS:  
PLATINUM AWARD SPA/ESTHETICS  
GOLD AWARD MANICURE/PEDICURE



AQUILIBRIUM  
SALON & SPA



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CONTACT US: 1383 WILSON ROAD NORTH, UNIT 4, OSHAWA, ONTARIO L1K 2Z5



## HELP US SUPPORT OUR SERIOUSLY ILL CHILDREN IN NEED

Since 1990, the Jennifer Ashleigh Children's Charity has had the privilege of assisting over 7000 seriously ill and financially disadvantaged children in Ontario, with the expenses surrounding their illnesses and necessities of life.



Whatever the situation, we like to think of ourselves as a financial safety net for children and their families - helping with expenses when all other resources have run out. Will you help us support our children in need?

---

Our mission is to improve the quality of life for seriously ill children and their families  
...when love is not enough.

# DC-UOIT FIERCE CHEERLEADING T R Y O U T S

**FIERCE CHEERLEADING IS HOLDING TRYOUTS TO RECRUIT**

**NEW MEMBERS FOR THE 2011-2012 SEASON.**

**FIERCE CHEER IS A CO-ED TEAM, SO COME OUT AND SHOW US WHAT YOU'VE GOT!**

# SPIRIT

**APRIL 11/12 AT 8:00 - 10:00 PM IN GYM 3**  
**APRIL 17 AT 7:00 - 10:00 PM AT UCCDTBA IN PICKERING**

**\*\*WEAR GYM CLOTHES & SHOES\*\***



**CONTACT AMY & KELSIE BY EMAIL AT [DC-UOITCHEERLEADING@HOTMAIL.COM](mailto:DC-UOITCHEERLEADING@HOTMAIL.COM)**





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24 HOUR NOTICE FOR ANY CANCELLATIONS

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OSHAWA, ONTARIO L1G4X1

MY ROLE  
AS  
CHRONICLE DESIGNER

THIS COURSE IS DESIGNED FOR SECOND YEAR ADVERTISING STUDENTS. IN THIS COURSE, STUDENTS WILL BECOME THE “CREATIVE” DEPARTMENT OF THE SCHOOL NEWSPAPER, THE CHRONICLE. THE CREATIVE DEPARTMENT’S TASK IS TO CONCEPTUALIZE AND PRODUCE (FOR PRINT/WEB) SALES REP AND CLIENT REQUESTS AS DESCRIBED IN THE BRIEF.

MEET DEADLINES OF A PRODUCTION CYCLE AND DEMONSTRATE PROFESSIONAL COMMITMENT FROM PLANNING (THUMBNAIL) TO EXECUTION (CAMERA READY/DIGITAL READY ARTWORK).

CONCEIVE, WRITE, DESIGN AND PRODUCE MATERIAL UTILIZING INDUSTRY STANDARD TECHNOLOGY BASED ON MARKETING PRINCIPLES OF DEMO/PSYCHOGRAPHICS OF READERSHIP. ADDITIONALLY MATERIAL WILL REFLECT THE PERSONALITY OF THE CLIENT AS DESCRIBED IN THE CREATIVE BRIEF.



FALL 2010 CHRONICLE SALES POINT SUMMARY				
REP NAME	ACCOUNT	FREQUENCY	DOLLAR	TOTAL
	POINTS	BONUS	BONUS	POINTS
Trevor Arjune	17	2	6	25
Melissa Armstrong	30.5	8	6	44.5
Corey Bernard	17	3	7	27
Zack Booth	5	0	5	10
Danielle Bureau	18	5	7	30
Scott Burns	5.5	0	6	11.5
Bill Chafe	4	2	7	13
Corey Cole	17.5	4	6	27.5
Alissa David	16.5	1	6	23.5
Jacqui Dilnot	22.5	11	6	39.5
Sergei Fomine	30.5	8	7	45.5
Pauline Foster	14	9	7	30
Danielle Gair	13	3	7	23
Jazzell Gayle	10	1	4	15
Megan Green	14.5	6	7	27.5
Megan Gunn	49	6	7	62
Jesse James	22.5	11	6	39.5
Braedon Jasper	17.5	4	6	27.5
Lauren Judges	13	3	6	22
Amanda Lasecki	18	5	7	30
Danielle Macdonald	4	2	7	13
Rene Martin	11	2	7	20
Melanie Mccabe	12.5	3	5	20.5
Holly Mcclean	12.5	4	6	22.5
Amanda Mcfarland	18.5	5	7	30.5
Jessica Morrison	23	5	7	35
Ashi Pitzchel	49	6	7	62
Chris Rose	10	1	7	18
Paige Spidias	9	1	6	16
Kristina Van Vilet	18.5	6	7	31.5
Aleisha Wimont	9	4	7	20
Natasha Wiseman	5	0	5	10

**MY ROLE  
AS  
CHRONICLE SALES REP**

**MANAGE THE ADMINISTRATIVE SIDE OF THE SELLING FUNCTION, INCLUDING RECORD KEEPING, REPORTING ON ACTIVITIES, AND INITIATING REQUESTS FOR ‘CREATIVE’ TO FULFILL CLIENT NEEDS.**

**PREPARE A SELLING KIT THAT WILL BE USED AS A SALES TOOL IN PROSPECTING FOR CLIENTS.**

**PROVIDE EXCELLENT CUSTOMER SERVICE BY MANAGING THE SCHEDULING AND DEVELOPMENT OF PRINT ADS FOR THE CHRONICLE NEWSPAPER.**



PHOTOGRAPHY >>



A TINY GIRL  
WITH  
BIG IDEAS

CREATIVE PORTRAIT & FASHION PHOTOGRAPHER!



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**THE END** > >



**A TINY GIRL  
WITH  
BIG IDEAS**

**LOOK FORWARD TO HEARING FROM YOU!**

**amandabmcfarland@gmail.com**

**www.amandabelledesigns.com**

**www.amandabellephotography.com**

**905-925-6057**

