

- 1 - Address on Advertising by a well known advertising man. ✓
- 2 - Analysis
 - (a) Analysis of the Market ✓
 - (b) Analysis of the Selling Plan.
 - (c) Analysis of the Selling Theme.
- 3 - Advertising Copy
 - (a) How copy may be classified
 - (b) The Elements of advertising copy
 - (c) Styles
- 4 - Advertising Layouts
 - (a) What the layout is Used for
 - (b) Elements of the Layout
 - (c) How copy should be prepared to go with the layout
 - (d) How layout can be used to accent copy atmosphere
 - (e) Essentials of a good layout
- 5 - Typography
 - (a) Explanation of the Point System
 - (b) Sizes of Type
 - (c) Measuring Advertising space and figuring the number of words required for different sizes of type.
 - (d) Borders and Rules
 - (e) Different Type Faces
 - (f) The effective use of type
 - (g) Getting the benefit of your printer's knowledge about good typography
- 6 - Advertising Illustration ✓
 - (a) Purposes of Illustrations
 - (b) Methods of Attracting Attention
 - (c) Illustrations of the Article itself
 - (e) Illustrations of Features
 - (f) Preserving proper balance between the illustrations and text matter.
 - (g) Harmony between the illustration and the subject
 - (h) Over-illustration - Under-illustration
- 7 - Engravings
 - (a) What is an Engraving?
 - (b) Kinds of Engravings
 - (c) How to figure engraving dimensions
 - (d) How to order
 - (e) How copy should be sent to the engraver
 - (f) Color plates
 - (g) Lithography and offset processes
 - (h) Reproductions of original engravings.