

VIS251 Advertising Design

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

This module is designed to equip students with fundamental techniques to achieve effective advertising design and layout. Students will learn the principle of advertising through integrating visual elements as marketing strategies to achieve audience-specific visual analogy and communication layout. They will also learn various types of advertising and its terminology.

The standard of the course delivery and assessment will be held at a level which assumes students have prior knowledge and skills in visual design. Students without prior knowledge and skills will be at a disadvantage in this course.

Topics:

- The scope and context of advertising
- Advertising Communication
- Choosing techniques and media - Proximity, exclusivity, Invisibility & unpredictability
- Choosing techniques and media - Measuring the value of a medium & the amplification effect
- Finding inspiration 1
- Finding inspiration 2
- Building campaigns
- Practical advice

Textbooks:

: Advertising by Design: Generating and Designing Creative Ideas Across Media, Fourth Edition 4th edition

ISBN-13: 9781119691518

Learning Outcome:

- Discuss the evolution of advertising, the role of advertising and the essentials of advertising - people who create advertising, advertising media, drivers of advertising, and advertising ethics.
- Describe and discuss the six phases of an advertising project process.
- Examine the brand idea, its role and function, and components.
- Analyse the role and function of a campaign and its various applications.
- Comment on art and copy, their roles, applications, and components.
- Execute an effective client brief or/and creative brief for an advertising campaign.
- Appraise the advertising message with insights from the brand and target audience.
- Review the big idea with demonstration of tools that stimulate creative thinking through the concept-generation process.
- Outline the use of creative approaches for an advertising campaign.
- Illustrate a campaign through the use of storytelling and campaign structures.
- Demonstrate designs across various media.
- Develop unconventional advertising with its impact through the amplification effect.
- Contrast the use of various methods to measure the success of an advertising campaign.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	QUIZ 1	20
	GROUP BASED ASSIGNMENT 1	30
Overall Examinable Components	ECA-REPORT	32.5
	ECA-POWERPOINT	5
	ECA-VIDEO	12.5
Total		100