**COURSE CODE: IFA 2126**

**COURSE NAME: ADVERTISING DESIGN**

**Description:**

Advertising Design course combines the creative mind and the logic mind into an innovative form of communication that brings forth the television ads we cannot forget, the billboards that intrigue us, the compelling radio spot that moves us, the print adverts, and so many more forms of public communication.

This course includes two and three dimensional problems related to graphic communication. It covers conceptualization, visualization and the mechanics of perception of art for reproduction, mastery and growth in both works and public appreciation. Design strategies, sketches, pre-press design and computer aided works, presentation of designs.

The course will focus on providing an informative initiation to the discipline of graphic communication. It includes demonstration of traditional as well as digital techniques. This course will instruct students in graphic design skills employing tools, material and procedures used in communication art field.

Study of the principles and concepts of layout and design as applied to a variety of advertising and graphic design assignments: ads, brochures, logos, stationery, posters, and sales promotion material etc.

**Course goals:**

At the conclusion of the course, the student will be able to:

* Understand and use correctly most of the special terms used in the fields of advertising and printing.
* Be able to design original layouts within the specifications and limitations supplied.
* Be able to indicate lettering, illustrations and photographs for in a comprehensive and professional manner.
* Demonstrate the use of good design and composition principles in solutions to assigned problems.
* Have an improved understanding of the various techniques and skills required to produce advertising designs and other graphic communications.
* Know how to use a variety of specialized tools and mechanical aids to produce drawings and designs including the use of the computer as a graphics tool.
* Have developed skills for quick sketching and visualizing ideas and presenting them in graphic form.
* Have developed a sense of aesthetics, taste and proportion in relating the elements of a design.
* Understand the creative advertising processes and employment of advertising skills using various media.
* Demonstrate creative problem solving skills for visual communication.

**Course Outline:**

**Week 1: Fundamentals of Advertising**

This unit is the basic introduction to advertising, its history, potential, and limitations. Students examine various definitions of advertising and different methods of communication, as well as advertising objectives and advertising copy. Students also look at how advertising has affected the culture over the years, and how to place current events in context to understand how major events and trends can influence advertising. Students will learn to recognize emerging trends and capitalize on them.

**Week 2: Fundamentals of Design continued**

The creative process is introduced using the visual elements of art to provide the student with a firm, workable foundation in design. This class is fundamental in learning how to make appropriate design decisions while organizing visual space. A variety of concepts, materials, and techniques are used to investigate the aesthetic, scientific, and psychological properties of design.

**Week 3: Color Theory**

The creative process is introduced using the visual elements of both additive and subtractive color and the basic principles of design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. Color concepts used in a variety of disciplines will be explored. Students will be able to utilize the basic principles and elements of design theory as they apply to assigned projects.

**Week 4: Graphic Symbolism**

This unit trains the student to communicate in symbolic terms. It focuses on the understanding of symbols and their relationship to society through research of historical and current symbols. Highly simplified images, abstract shapes, and typography are used in the development of trademarks, logos, and pictograms.

**Week 5: Critical Thinking**

This unit is designed to assist students in becoming more effective learners. Content focuses on identifying and developing skills, processes, and techniques for effective assimilation of knowledge. Reasoning principles for critical analysis and evaluation of thought and discourse will be explored. Students learn to apply creative and critical techniques in problem solving and decision making.

**Week 6: Digital Layout**

Traditional and electronic designs are utilized in exploration of graphic solutions. Graphic elements including typography, simplified imagery, and abstract shapes will be utilized to quickly visualize comparisons, convey instructions, or clarify data.

**Advertising Concepts**

Advertising strategies, concepts, and designs are developed in this comprehensive study of the sales-driven marketplace. Print layouts and TV storyboards will be created based on market research.

**Week 7 Dynamics of Mass Communication**

This unit explores the theory and application of the new media environment that is currently taking shape. Students are introduced to the major forms of mass communication, including television, radio, books, newspapers, magazines, the recording industry, the film industry, the Internet, and more.

**Week 8: Advertising Copywriting**

Students learn to use the power of words to move their audience. The course features writing and designing compelling copy for the printed word, including magazine and newspaper ads as well as the Internet and billboards

Advertising Scriptwriting

Students learn to write advertising copy for electronic media, including commercials, public service announcements, infomercials, and others.

**Week 9: Introduction to Advertising Campaign**

Art Direction & the Creative Process, Students study the promotional strategies used by clients in order to utilize various media in an effective advertising campaign. Students do research, create, and present mixed media campaigns. The students learn the fundamentals of conceiving and executing an integrated local/regional advertising campaign that utilizes major advertising media.

**Week 10:  Introduction to Advertising Campaign Continued.**

Introduction to Advertising Campaign During this unit, students create a promotional/advertising campaign for a non-profit client with publishing and implementation as the ultimate goal. Students design and develop multiple projects from concept to final product, depending on the specific needs of the client. Students work with deadlines, inside of budgets, establish client relationships, and do a presentation of the final project.

**Week 11:** Presentation of Concept proposals

**Week 12:** Work in progress (mood boards, sketches, paste-ups etc)

**Week 13: Critique**

Critiques are a vital part of learning design. There is much to be learned from reviewing the work of your colleagues: learn from their designs’ strengths and weaknesses. Critiques also provide the opportunity to put your concept into words, and to help you learn how to speak intelligently and knowledgeably about your designs. Additionally, the instructor and your classmates may bring fresh insights and perspectives to your work that provides valuable feedback.

**Week 14:** Fine tuning work for final presentation

**Week 15:** Presentation of spiral bound folio by the groups and individuals.

**Leaning outcome**

Upon completion of this course, the student will be able to:

* Understand the application of basic principles and elements of design
* Understand and use correctly most of the special terms used in the fields of advertising and printing.
* Be able to design original layouts within the specifications and limitations supplied.
* Be able to indicate lettering, illustrations and photographs for in a comprehensive and professional manner.
* Demonstrate the use of good design and composition principles in solutions to

 assigned problems.

* Have an improved understanding of the various techniques and skills required to produce advertising designs and other graphic communications.
* Know how to use a variety of specialized tools and mechanical aids to produceddrawings and designs including the use of the computer as a graphics tool.
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**Method of Teaching/Delivery**

- Visual resource materials/portfolio development/sketch book

- Practical material experimentation and exploration

- Studio demonstration, instruction and technical inputs

- Group review/presentation/critique

- Self directed studio assignments/projects/course works/handouts

- Weekly lectures enhanced with slide/video shows

- Muele - E-learning environment

**Assessment**

 Course work 40%

Planning and developmental studies/sketches 10%

Execution of the practical work ( reasonable body of work) 20%

Proficiency tests in theory. 10%

End of semester examination 20%

Thory examination 20%

Practical examination 40%

Final total mark 100%

**Reading / Reference & Learning material**

1. Ogilvy on Advertising by David Ogilvy
2. Creative Advertising, Second Edition by Mario Pricken
3. Advertising (8th Edition) (Advertising: Principles and Practice) by Sandra Moriarty, Nancy Mitchell, and William D. Wells
4. Mobile Advertising: Supercharge Your Brand in the Exploding Wireless Market by

 Chetan Sharma, Joe Herzog, and Victor Melfi

5. Confessions of an Advertising Man by David Ogilvy and Sir Alan Parker

6. Advertising: Concept and Copy, Second Edition by George Felton

7. Cutting Edge Advertising II by Jim Aitchison

8. Breakthrough Advertising

9. The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy by Richard Earle Adland: A Global History of Advertising by Mark Tungate.

10. History of Advertising by Stephane Pincas and Marc Loiseau

11. Advertising Design and Typography by Alex White

12. The Art of Writing Advertising: Conversations with Masters of the Craft: David Ogilvy, William Bernbach, Leo Burnett, Rosser Reeves, by Denis Higgins

13. Advertising Today by Warren Berger

14. The Brand Gap: Expanded Edition by Marty Neumeier

15. Designing Brand Experience: Creating Powerful Integrated Brand Solutions by Robin Landa

16. The packaging Media Published under the Authority of the Council of Institute of packaging. Blackie.

17. Public Relations (Concepts, Strategies and Tools): Jaishr N. Jethwaney, Adarsh Kumar Varma and N.N. Sarker Sterling Publishers Private LTD.

18. Public Relations for Marketing Professionals: Roger Haywood Macmillan Press

 Marketing(Contemporary Concepts and Practices): William F. Schoell, Joseph P. Guiltian

1. Graphic design solutions. Robin Landa
2. Typographic design: form and communication
3. Design basics
4. Design principles and problems