**COURSE: IFA 3213**

**COURSE NAME:** **ADVERTISING DESIGN 2**

**Course description:**

**Branding, Printed & Digital media**

Applying Design Theory and Methodology. This course explores, through visual images, the potential aesthetics and communication exemplified in word visual, community, corporate design and image-type-layout relationships. Design strategies, commissions and work follow up, work positioning and customer service through Research projects (*Prerequisite IFA2216)*

**Course Objectives / Aims**

The course aims to give the students’ abilities to:

• Identify the importance of collaborative design processes in contemporary design practice.

• Select, discuss and apply theories/issues to explain the significance of visual communication in graphic design.

• Participate in collaborative peer learning activities in order to develop critical and analytical required in resolving solutions for advertising design tasks.

* Appreciate the influence of technological advancement in advertising design communication.
* To realize the importance of participating and understanding what is involved in the production process for advertising design.
* Understand the language employed in advertising industry.

**Course Outline:**

**Week 1: Introduction to Advertising design elements:** introduction to general dynamics and requirements of the course and further dissemination of an overview of elements and processes that are an integral part of advertising design.

**Week 2:** **Graphic design essentials 1**: Research- working from an informed point of view in advertising.

**Week 3:** **Graphic design essentials 2**: Typography as a graphic language central to advertising

**Week 4:** **Graphic design essentials 3**: Contrast and layout in visual communication

**Week5:** **Graphic design essentials 4**: Grid systems in layout/formatting

**Week 6:** **Graphic design essentials 5**: Critique and analysis in design

**Week 7:** **Design process and advertising design**: research, conceptualization and production issues in advertising design

**Week 8:** **Visual communication copy writing**: guiding principles in writing messages for advertising

**Week 9:** **Design environments 1**: design of print advertising media -flyers, posters, brochures, editorial materials, space ads, and collateral business material.

**Week 10:** **Student’s critique**

**Week 10:** **Design environments 2**: Advertising in digital environments -Media and online advert

**Week 11:** The production process

**Week 12:** **Design / Client / Audience relations**: User-centered design

**Week 13:** **Students group projects:** locally basedsimulation projects are given at the beginning and are executed in relation to associated course units

**Week 14:** **Project presentations**

**Week 15:** **Project presentations**

**Learning outcomes**

On successful completion of the course, students should be able to:

* Interpret target audiences when designing advertisements
* Properly utilize the sequence of layouts stages-thumbnails, roughs, comprehensives and final renditions.
* Demonstrate a practical knowledge of design fundamentals, inclusive of the elements and principles of design.
* Utilize the vocabulary and language associated with graphic/advertising design.
* Critically evaluate examples of graphic, hypermedia and multimedia design, including self assessment.
* Recognize the relationship between traditional design media and digital media.
* Create design solutions for specific print media and hypermedia/multimedia problems
* Demonstrate a fundamental knowledge of trends in print and digital media in advertising.
* Discus production methodology cogently with print shops.

**Methods of Teaching / delivery**

1. Field based assignments/projects/ courseworks
2. Practical computer laboratory sessions / tutorials
3. E-learning tools /DLE
4. Group reviews/ presentations/critiques
5. Lectures
6. Resource materials(Visuals/books)

**Method and evaluation:**

**Course Work**

1. Course work 40%

**Proficiency examination**

1. Final examination 60% = 100%

**Major work (Optional) 100%**

1. Conceptualization and development work 40%
2. Final work 60% = 100%

**Reading/reference material**

1. [Alex White](http://www.amazon.com/Alex-White/e/B001HMTQ8W/ref=sr_ntt_srch_lnk_2?qid=1281717014&sr=1-2) 2006, [Advertising Design and Typography](http://www.amazon.com/Advertising-Design-Typography-Alex-White/dp/1581154658/ref=sr_1_2?s=books&ie=UTF8&qid=1281717014&sr=1-2).
2. Alina Wheeler2009, Designing Brand Identity: [An Essential Guide for the Whole Branding Team](http://www.amazon.com/Designing-Brand-Identity-Essential-Branding/dp/0470401427/ref=sr_1_1?s=books&ie=UTF8&qid=1281719687&sr=1-1).
3. [Dean Phillip 1977, Lem](http://www.amazon.com/Dean-Phillip-Lem/e/B001KMOTSQ/ref=sr_ntt_srch_lnk_3?qid=1281717741&sr=1-3)[Graphics master 2: [a workbook of planning aids, reference guides, and graphic tools for the design, estimating, preparation, and production of printing and print advertising]](http://www.amazon.com/Graphics-master-estimating-preparation-advertising/dp/0914218026/ref=sr_1_3?s=books&ie=UTF8&qid=1281717741&sr=1-3) (Loose leaf).
4. Joseph a. Koncelik, Kevin Reeder, Conceptual Drawing: freehand drawing and design visualization for professionals.
5. Robin Landa2000, Graphic Design Solutions.
6. [Robin Landa](http://www.amazon.com/Robin-Landa/e/B001H6KSYO/ref=sr_ntt_srch_lnk_1?qid=1281717014&sr=1-1) 2004, [Advertising by Design: Creating Visual Communications with Graphic Impact](http://www.amazon.com/Advertising-Design-Creating-Communications-Graphic/dp/0471428973/ref=sr_1_1?s=books&ie=UTF8&qid=1281717014&sr=1-1).
7. Thomas (Tom) Altstiel and Jean M. Growb 2009, [Advertising Creative: Strategy, Copy, and Design](http://www.amazon.com/Advertising-Creative-Strategy-Copy-Design/dp/1412974917/ref=sr_1_3?s=books&ie=UTF8&qid=1281717014&sr=1-3)
8. [Uwe Stoklossa](http://www.amazon.com/Uwe-Stoklossa/e/B001IO8F2W/ref=sr_ntt_srch_lnk_7?qid=1281717014&sr=1-7) and Thomas Rempen2007, [Advertising: New Techniques for Visual Seduction](http://www.amazon.com/Advertising-New-Techniques-Visual-Seduction/dp/0500513406/ref=sr_1_7?s=books&ie=UTF8&qid=1281717014&sr=1-7).

Websites:

1. http://muele.mak.ac.ug/course/view.php?id=269 (IFA 3213 Advertising design course and resources)
2. <http://www.allbusiness.com/marketing/direct-marketing-direct-mail/411649-1.html> (Advertising design)
3. <http://advertising.about.com/od/copywriting/Copywriting.htm> (Copywriting)
4. <http://www.google.co.ug/images>? ( Best advertising images)