



**UNIVERSITI TEKNOLOGI MARA**

**GDA666: ADVERTISING DESIGN STUDIO**

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| <b>Course Name (English)</b>   | ADVERTISING DESIGN STUDIO <b>APPROVED</b>   |
| <b>Course Code</b>   | GDA666  |
| <b>MQF Credit</b>  | 4   |
| <b>Course Description</b>  | As an advanced level of Advertising Design studies, this course is a continuity of Advertising Design Research and to introduce in depth understanding of communication strategies, research methods, and creative approaches in professional advertising design practice and design management skills. In order to fulfill the course, students are required to apply advertising strategies and plan for the execution of their final year projects. An understanding of marketing issues if to develop design solutions that communicate with their target audience. It is vital that students develop the transferable skills needed to work effectively in creative advertising teams, solve communication design problems and, perhaps most importantly, communicate their ideas with a good understanding of markets and branding. |
| <b>Transferable Skills</b>   | Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.  |
| <b>Teaching Methodologies</b>  | Lectures, Reading Activity, Presentation  |
| <b>CLO</b>   | <p>CLO1 Employ the concept of product utility and the relationship of utility to consumer needs.</p> <p>CLO2 Construct creative advertising, its planning and execution with reference to various types of current advertising style.</p> <p>CLO3 Apply advertising expressions and strategies of communication in the society, to conclude with the execution of a coordinated advertising design projects.</p>  |
| <b>Pre-Requisite Courses</b>   | No course recommendations   |
| <b>Topics</b>  |   |
| <b>1. Integrated Marketing Program Situation Analysis 1</b><br>1.1) Organizing for Advertising and Promotion<br>1.2) Types of Advertising Agencies                 |   |
| <b>2. Integrated Marketing Program Situation Analysis 2</b><br>2.1) Perspectives on Consumer Behavior<br>2.2) The Consumer Learning Process                        |   |
| <b>3. Review 1</b><br>3.1) Creative Platform   |   |
| <b>4. Analyzing the Communication Process 1</b><br>4.1) A basic model of Communication<br>4.2) Analyzing the Receiver  |   |
| <b>5. Analyzing the Communication Process 2</b><br>5.1) The response process<br>5.2) Cognitive Processing of Communications  |   |
| <b>6. Objectives and Budgeting for Integrated Marketing Comm. Prog</b><br>6.1) The Value of Objectives<br>6.2) Communications<br>6.3) Planning and Decision Making |   |

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| <b>7. Objectives and Budgeting for Integrated Marketing Comm. Prog</b><br>7.1) Determining Promotional Objectives<br>7.2)<br>7.3) Sales Versus Communications Objectives<br>7.4) Sales-Oriented Objectives<br>7.5) Communications Objectives<br>7.6)<br>7.7) Establishing and Allocating<br>7.8) The Promotional Budget<br>7.9) Budgeting Approaches<br>7.10) Allocating the Budget |
| <b>8. Review 2</b><br>8.1) Ideation and sketches  |
| <b>9. Media Planning Strategy 1</b><br>9.1) 1. An overview of Media Planning<br>9.2) 2. Problems in Media Planning<br>9.3) 3. Establishing Media Objectives   |
| <b>10. Media Planning and Strategy 2</b><br>10.1) 1. Developing and Implementing Media Strategies<br>10.2) 2. Budget Considerations<br>10.3) 3. Evaluation  |
| <b>11. Creative Strategy: Implementation and Evaluation</b><br>11.1) Appeals and Execution Styles<br>11.2) Creative Tactics   |
| <b>12. Support Media</b><br>12.1) Out of Home Media<br>12.2) In Store Media<br>12.3) Transit Advertising<br>12.4) Promotional Products Marketing<br>12.5) In flight Advertising<br>12.6) Advertising on Internet<br>12.7) Miscellaneous other Media   |
| <b>13. Review 3</b><br>13.1) Final execution  |
| <b>14. Final Assessment</b><br>14.1) Finished artwork of full advertising campaign  |

| Assessment Breakdown  | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Details of Continuous Assessment | Assessment Type   | Assessment Description                        | % of Total Mark | CLO  |
|----------------------------------|-------------------|---|-----------------|------|
|                                  | Visual Assessment | Review 1 - Creative Platform                  | 10%             | CLO1 |
|                                  | Visual Assessment | Review 2 - Ideation and sketches              | 10%             | CLO2 |
|                                  | Visual Assessment | Review 3 - Final execution                    | 20%             | CLO3 |
|                                  | Visual Assessment | Finished artwork of full advertising campaign | 60%             | CLO3 |

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| Reading List       | <p><b>Recommended Text</b></p> <ul style="list-style-type: none"> <li>• Pete Barry 2016, <i>The Advertising Concept Book</i>, Thames &amp; Hudson [ISBN: 0500292671]</li> <li>• Steven Heller 2009, <i>Art Direction Explained, At Last!</i>, Laurence King Publishing [ISBN: 9781856696241]</li> <li>• Bo Bergström 2009, <i>Essentials of Visual Communication</i>, Laurence King Publishers [ISBN: 9781856695770]</li> <li>• Ian Noble, Russell Bestley 2004, <i>Visual Research: An Introduction to Research Methodologies in Graphic Design</i>, AVA Publishing [ISBN: 2940373205]</li> </ul> |
| Article/Paper List | This Course does not have any article/paper resources  |
| Other References   | This Course does not have any other resources  |