



UNIVERSITI TEKNOLOGI MARA

GDG553: COPYWRITING IN ADVERTISING

Course Name (English)	COPYWRITING IN ADVERTISING APPROVED
Course Code	GDG553
MQF Credit	3
Course Description	This course will expose the students to the in-depth knowledge of effective communication through writing skills that promotes a person, product, business, opinion or idea with the ultimate intention of having the reader take some form of action. The students will learn to understand the client's brief, develop creative and message strategy for TVC, Radio, Prints and Digital Environment and other advertising materials by using slogans, headlines, taglines, bodycopy. Words and ideas can be contributed to print ads, mail order, catalogs, billboards, brochure and even postcards. The copywriting for various discipline is also incorporated such as in the field of Illustration, Corporate Identity and Multimedia.
Transferable Skills	Effective Communicator: Demonstrate ability to communicate clearly and confidently in verbal and written, active listening Independent and Critical thinker: Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving
Teaching Methodologies	Lectures, Studio, Case Study, Tutorial, Reading Activity, Listening Activity, Problem Based Learning (PBL), Discussion, Presentation, Small Group Sessions , Project-based Learning, Problem-based Learning
CLO	CLO1 Grasp general knowledge and understanding of communication, writing copy in communicating Above the Line (TVC, Prints, Radio) and Below the Line design solutions for Advertising as well as Illustration/Corporate Identity/Multimedia (C2) CLO2 Develop competency in writing clear, concise result-getting, promoting, engaging, convincing and action driven content/scripts by preparing a Campaign Plan/Creative Blueprint/Platform for Above the Line and Below the Line for mainly Advertising Design as well as Illustration, Corporate Identity and multimedia field of study. (P3) CLO3 Conduct a campaign strategy based on the process from Client's Brief and initiating problem solving design solutions and executing using various types of media for different types of field of study (A2)
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION TO COMMUNICATION DESIGN 1.1) Basic introduction of communication 1.2) Types of Communication 1.3) Channels of Communication 1.4) 1.5) Communication Design – What is it? 1.6) Types of Communication Design including 1.7) Advertising Design, Illustration, Corporate Identity, Multimedia 1.8) 1.9) Types of Advertising -(Product/service/Corporate/Social/Political) 1.10) Types of Advertisement – Hard sell/Soft sell 1.11) (Teaser/Pre-launch/ launch/Tactical and thematics/Follow-up/series and sequential/promotion/ Duration and frequency/Homepage/portal etc)	

<p>2. INTRODUCTION TO ADVERTISING DESIGN</p> <p>2.1) Advertising Design Timeline 2.2) Traditional Advertising Design 2.3) Advertising Around The World 2.4) Syariah Compliant Advertising for Muslim Brands and Market 2.5) 2.6) Types of Advertising -(Product/service/Corporate/Social/Political) 2.7) 2.8) Types of Advertisement – Hard sell/Soft sell 2.9) (Teaser/Pre-launch/ launch/Tactical and thematics/Follow-up/series and sequential/promotion/ Duration and frequency/Homepage/portal etc)</p>
<p>3. CREATIVE BLUEPRINT STRATEGY</p> <p>3.1) Creative Platform 3.2) Understanding the process 3.3) Brand SWOT Analysis 3.4) Understanding Target Audience 3.5) Selling Premise 3.6) Unique Selling Proposition 3.7) Positioning</p>
<p>4. INTRODUCTION TO COPYWRITING</p> <p>4.1) • What is Copywriting? 4.2) What is Copy? How is it different from content? 4.3) Copywriting for Communication Design 4.4) Copywriting for Products/Service 4.5) Copywriting for Advocacy</p>
<p>5. RESEARCH IN COPYWRITING</p> <p>5.1) Getting Ready to Write Your Copy 5.2) Using Interview to gather your facts 5.3) Online research methods that works 5.4) Organizing your information</p>
<p>6. COPY STRATEGY (MESSAGE)</p> <p>6.1) Strategy worksheet 6.2) How to write copy /message strategy 6.3) based on selling premise or single-minded message 6.4) How to structure and write copy brief 6.5) Think about the audience, product/service/ competition/ advocacy 6.6) Headlines/Sub-headlines/Body copy/Taglines/Signatures</p>
<p>7. ART AND CRAFT FOR GREAT COPYWRITING</p> <p>7.1) Generating creative ideas 7.2) Humor in Advertising 7.3) Telling the Truth 7.4) Bending the rules 7.5) Jargons and Wordplay</p>
<p>8. EFFECTIVE COPYWRITING FOR DIVERSE MEDIA -TV AND RADIO</p> <p>8.1) TV STRUCTURE 8.2) Types of TV Commercial 8.3) TV Storytelling 8.4) Planning the Execution 8.5) TVC production consideration : Length/Scenes/ 8.6) Key frames/Execution elements 8.7) RADIO Scripts 8.8) Introduction 8.9) How to write A Radio Copy 8.10) Types of Radio Commercials (Straight Copy/Dialogue Commercials/Dramatised Commercials/Musical Commercials) 8.11) Timing 8.12) Examples of radio scripts/local radio commercial</p>
<p>9. EFFECTIVE COPYWRITING FOR PRINT AND DIGITAL ENVIRONMENT</p> <p>9.1) Print Principles and Style 9.2) Types of Print Ads: 9.3) Trade Character/Charts and Diagram/Symbolism/Abstract Design/ 9.4) Dramatised of Evidence/Dramatised of Details/Comparison or contrast/Cartoon or Caricature/Product alone/Product in use/Product in setting with people/ result of using products 9.5) 9.6) Writing Styles 9.7) Writing for Website and Digital Formats 9.8) Writing for Company Magazines and Newsletters 9.9) Writing For Brand, Marketing and Internal Communications</p>

10. DESIGN PROCESS FOR COPYWRITING IN ADVERTISING

- 10.1) Visual Scrapbook for reference
- 10.2) Brainstorming and generating key ideas
- 10.3) Word Bank
- 10.4) Checklist Assessing Copy
- 10.5) Tone of Voice /Tone and Manner
- 10.6) Creative Concept
- 10.7) Deciding Image Style
- 10.8) Execution - Sketches/Roughs/Comprehensive/Computer generated

11. MAXIMISING MESSAGE USING TYPOGRAPHY

- 11.1) Message Delivery
- 11.2) Word Play
- 11.3) Form, meaning and Aesthetic
- 11.4) Influencing Audience Behavior

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Task - Analysis of existing Print Advertisement. Scrap book (Collection of magazine/paper advertisement cuttings for 12 weeks)	30%	CLO1
	Case Study	Team Task: Written case study and presentation: Current Local issues or other relevant topics pertaining to Copywriting in Advertising Design.	30%	CLO2
	Final Project	Team Project : Strategy Book for Advertising Design Submission: 1. Brainstorming/conceptualise (Team Task) 2. Ideation/Comprehensive/Computer generated electronic /print output (Individual task) 3. Strategy Book (Team Task) 4. Power Point Presentation (Team task)	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Mark Shaw 2012, <i>Copywriting</i>, Second Ed., Laurence King Publishing United Kingdom [ISBN: 9781780670003] • Rob Bowdery 2008, <i>Basics Advertising 01: Copywriting</i>, AVA Publishing Switzerland [ISBN: 294037368X] • Pete Barry 2008, <i>The Advertising Concept Book</i>, Thames and Hudson London [ISBN: 9780500514054] • Steven Heller, Mirko Ilic 2012, <i>Stop, Think, Go, Do</i>, Rockport Pub USA [ISBN: 9781592537662] • Bruce Bendinger, <i>The Copy Workshop Workbook</i> [ISBN: 0962141542] • Sandra E. Moriarty 1991, <i>Creative Advertising</i>, Prentice Hall [ISBN: 0131899112] 	<ul style="list-style-type: none"> • Joseph Sugarman 2006, <i>The Adweek Copywriting Handbook</i>, Wiley [ISBN: 0470051248] • W. Ronald Lane, Karen Whitehill King, Tom Reichert 2010, <i>Kleppner's Advertising Procedure</i>, Prentice Hall [ISBN: 0136110827]

Article/Paper List	This Course does not have any article/paper resources
Other References	<ul style="list-style-type: none"> • Website Staff Writer 2010, <i>Ogilvy and Mathers Spearhead Islamic Branding Drive</i>, The Drum, UK https://www.thedrum.com/news/2010/07/05/ogilvy-noor-spearheads-islamic-branding-drive • Website Ogilvy Mathers <i>Great British Ramadhan</i>, Ogilvy and mathers https://ogilvy.co.uk/news/great-british-ramadan • Website Marketing 2016, <i>Generation M</i>, Marketing https://marketingmagazine.com.my/generation-m-progressive-muslim-youths-changing-the-landscape/ • Website WARC 2016, <i>Muslim Millenials offer Opportunities</i> https://www.warc.com/NewsAndOpinion/News/Muslim_millennials_offer_opportunities/37730 • Website Sami Rahman 2018, <i>UK retailers cash on Ramadhan and Eid</i>, Halal Focus, UK https://halalfocus.net/uk-retailers-cash-in-on-ramadan-and-eid/ • Website The Edge 2010, <i>Ogilvy and Mathers Islamic Branding</i>, The Editor, The Edge http://www.theedgemarkets.com/article/ogilvy-mather%E2%80%99s-islamic-branding-practice-tap-us21tn-muslim-market • Website Ogilvy and Mather 2017, <i>Welcome to Generation M</i>, Shelina JanMohamed

