



UNIVERSITI TEKNOLOGI MARA

GDT258: ADVERTISING DESIGN

Course Name (English)	ADVERTISING DESIGN APPROVED
Course Code	GDT258
MQF Credit	4
Course Description	This course will expose students to the knowledge of advertising design in preparing students for their final project. Students will learn the basic knowledge in understanding advertising campaign, identifying and solving issues through the execution of print and broadcast media.
Transferable Skills	Creativity, Technology Literacy, Communication, Problem Solving, Research
Teaching Methodologies	Lectures, Studio, Demonstrations, Case Study, Tutorial, Discussion, Presentation, Project-based Learning
CLO	<p>CLO1 Describe basic understanding of advertising and elements of advertisement through compilation of visual research</p> <p>CLO2 Construct creative ideation and concept to solve identified advertising issue by using print media</p> <p>CLO3 Demonstrate application of creative solution and concept through broadcast media</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Advertising (i) 1.1) 1. Definition of Advertising Campaign 1.2) 2. Revolution of Advertising 1.3) 3. Types of Advertising and Its Function	
2. Introduction to Advertising (ii) 2.1) 4. Advertising Agencies and Setup 2.2) 5. Above The Line, Below The Line & Through The Line 2.3) 6. Basic Elements of Advertisement	
3. Understanding Creative Strategy (i) 3.1) 1. What is a Creative Brief 3.2) 2. What is Situation Analysis 3.3) 3. Defining Target Audience & Target Market 3.4) 4. Positioning	
4. Understanding Creative Strategy (ii) 4.1) 5. Sell Approach (Hard Sell, Soft Sell) 4.2) 6. Proposition (USP, ESP) 4.3) 7. Tone & Manner	
5. Formulating Advertising Concept (i) 5.1) 1. The Big Idea 5.2) 2. Creative Ideation Categories 5.3) 3. Types of Design Execution	
6. Formulating Advertising Concept (ii) 6.1) 4. Flow of Design Process 6.2) 5. Inspiration & Plagiarism 6.3) 6. Brainstorming Idea	

<p>7. Designing Print Advertisement (i) 7.1) 1. Layout Composition 7.2) 2. Design Principles 7.3) 3. Copywriting 7.4) 4. Mandatories, Call-for-action and Sign-off</p>
<p>8. Designing Print Advertisement (ii) 8.1) 4. Digital Execution 8.2) 5. Preparing Final Artwork 8.3) 6. Application to Other Media</p>
<p>9. Selecting Media Platform 9.1) 1. Types of Media (Print, Broadcast, and Digital) 9.2) 2. Media Placement & Planning</p>
<p>10. Introduction to Commercial 10.1) 1. What is Pre-production, Production & Post-production 10.2) 2. Camera Angles & Camera Direction</p>
<p>11. Pre-production 11.1) 1. Storyboard 11.2) 2. Scriptwriting 11.3) 3. Treatments</p>
<p>12. Production 12.1) 1. Animation 12.2) 2. Video Shooting / Videography / Photography 12.3) 3. Sound and Voice Recording</p>
<p>13. Post-production 13.1) 1. Video Editing 13.2) 2. Sound Effects Insertion 13.3) 3. Visual Effects Insertion 13.4) 4. Rendering 13.5) 5. Setting and Preparing for Final Commercial</p>
<p>14. Presentation of Final Campaign 14.1) 1. Creative Brief 14.2) 2. Print Advertisement & Application 14.3) 3. Commercial 14.4) 4. Compilation of Design Process</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Advertisement Research: Students are required to collect different types of advertisement from various media and they have to analyse and categorize these advertisements according to the types and elements of advertisements.	20%	CLO1
	Assignment	Creative Advertisement: Students are required to design print advertisement for a chosen client and also apply the idea onto other chosen media.	30%	CLO2
	Assignment	Commercial: Students need to produce a commercial with the application and continuation idea and proposition from the print advertisement.	50%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Robin Landa 2021, <i>Advertising by Design: Generating and Designing Creative Ideas Across Media</i>, 4th Edition Ed., John Wiley & Sons Inc. New Jersey [ISBN: 978-111969149] • Pete Barry 2012, <i>Advertising Concept Book</i>, 2nd Edition Ed., Thames & Hudson New York [ISBN: 978-050029031] • Mario Pricken 2008, <i>Creative Advertising : Ideas and Techniques From The World's Best Campaigns</i>, 2nd Edition Ed., Thames & Hudson New York [ISBN: 978-050028733] • Uwe Stoklossa (Author), Thomas Rempen (Editor) 2007, <i>Advertising: New Techniques for Visual Seduction</i>, Thames & Hudson London [ISBN: 978-050051340] • William Wells, Sandra Moriarty, John Burnett 2005, <i>Advertising : Principles and Practice</i>, 7th Edition Ed., Pearson/Prentice Hall [ISBN: 978-013146560] • Ken Burtenshaw, Caroline Barfoot, Nik Mahon 2011, <i>The Fundamentals of Creative Advertising</i>, 2nd Edition Ed., Fairchild Books [ISBN: 978-294041156] • Thomas Kolster 2012, <i>Goodvertising: Creative Advertising That Cares</i>, Thames & Hudson [ISBN: 978-050051626]

Article/Paper List	This Course does not have any article/paper resources
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Other References
<ul style="list-style-type: none"> • Website Creative Advertising Community 2005, <i>Ads Of The World</i>, Creative Advertising Community, New York http://www.adsoftheworld.com • Website Walter Lürzer 1984, <i>Lürzer's Archive</i>, Walter Lürzer, Salzburg http://www.luerzersarchive.com