



UNIVERSITI TEKNOLOGI MARA

GDA645: ADVERTISING DESIGN STUDY

Course Name (English)	ADVERTISING DESIGN STUDY APPROVED
Course Code	GDA645
MQF Credit	4
Course Description	This is the peak of Graphic Design Honours Degree, where students professionally demonstrate their creative achievements maturely. Students are free to select one of the majors offered depending on their capability and designing creative proposal according to their own plans. (Specialized Subjects) A) Advertising Design Students are required to carry out a research based on selected topic where it consists of 2/3 of the whole project while another 1/3 of the visual-based creative presentation proposal will be covered from the final project.
Transferable Skills	1. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions. 2. Demonstrate maturity of thoughts when responding to multiple inputs and contexts.
Teaching Methodologies	Lectures, Studio, Field Trip, Reading Into Writing Task, Presentation, Supervision
CLO	CLO1 To identify the understanding of collecting, compiling and organizing information by a systematic method thru questionnaire, observation, data sampling, interview, field visit CLO2 Practice necessary skills from the above mentioned fields in terms of theory and practical CLO3 Students will be provided with basic skills that will help them in producing research-based projects and at the same time fulfilling the current market needs for quality.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Research Major I 1.1) Introduction on Research 1.2) What is research design? 1.3) Its importance 1.4) 1.5) Types of Advertising (Product/Service/Corporate/Social/Political)	
2. Research Process and Creative Platform 2.1) • Understanding the research process 2.2) • Engineering draft solution 2.3) • Brand Background/competitors/ 2.4) target audience/market/ SWOT Analysis 2.5) • The message strategy – 2.6) How do you get there? 2.7) 2.8) • Types of Advertisement 2.9) teaser ,launch, follow-up, series ,tactical etc 2.10) • Types of Approach 2.11) testimonial, slice of life, humor, factual 2.12) 2.13) • Media : TVC, Radio, print, outdoor, interactive, non-traditional 2.14) 2.15) • Art direction	

3. Types of Research 3.1) • Library Research 3.2) • Field Research 3.3) • Laboratory Research
4. Research Approaches 4.1) • Quantitative Research 4.2) • Qualitative Research 4.3) • Pragmatic approach to research (mixed 4.4) methods) 4.5) • Advocacy/participatory approach to 4.6) research (emancipatory)
5. Significance of Research 5.1) • Exploration 5.2) • Description 5.3) • Explanation
6. Importance of Knowing How Research Is Done 6.1) • gathering material and arranging or card- 6.2) indexing them 6.3) • participation in the field work 6.4) • inculcate the ability to evaluate and use 6.5) research results with reasonable confidence 6.6) • determine the validity of the outcomes 6.7) • getting funding, best practices for 6.8) performing, documenting and protecting 6.9) research activities
7. Review 1 7.1) Background Research
8. Research: Writing a Proposal 8.1) Preparation for writing a research proposal 8.2) Template for a proposal 8.3) Creative Strategy Book 8.4) 8.5) Research methods 8.6) Organising information 8.7) Writing Process 8.8) 8.9) Choosing the right media to convey the message to the target audience
9. Analysis of Data and Presentation 9.1) Consultation and work in progress- comprehensive
10. Preparation of the Report and Execution of the Project 10.1) Consultation
11. Review 2 11.1) Research on Data Collection
12. Project progress work 12.1) Consultation
13. Review 3 13.1) Creative Execution Strategy
14. Final Project 14.1) Campaign, Creative Strategy Book and Storyboard

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review 1 - Background Research	20%	CLO1
	Assignment	Review 2 - Research on Data Collection	20%	CLO2
	Assignment	Review 3 - Creative Execution Strategy	20%	CLO2
	Final Project	Creative Strategy Book	40%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • <i>Steven Heller, 2013, Writing and Research for Graphic Designers, 5, Rockport Publishers, 176 [ISBN:9781592538041]</i>
	Reference Book Resources	<ul style="list-style-type: none"> • <i>Joel J. Davis, 2012, Advertising Research : Theory and Practice (2nd Edition), 2nd, Prentice Hall, New Jersey, USA</i> • <i>Parmjit Singh, Yuen Fook Chan, Gurnam Kaur Sidhu, 2006, A Comprehensive Guide to Writing a Research Proposal, 5, Venton Publishing, Malaysia, 211 [ISBN:9833526241]</i> • <i>George Zinkhan, 2011, Advertising Research : The Internet, Consumer Behavior, and Strategy, American Marketing Association, Marketing Classics Press</i> • <i>Martin Eisend, Tobias Langner, Shintaro Okazaki, 2012, Advances in Advertising Research (Vol. III), Current Insights and Future Trends, Springer Gabler, European Advertising Academy</i> • <i>John W. Creswell, 2013, Research Design, SAGE, 273 [ISBN:978145226101]</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	