Course Name (English)	COPYWRITING IN COMMUNICATION DESIGN APPROVED
Course Code	GDG513

MQF Credit	2

Course Description	This course will expose the students to the in-depth knowledge of effective communication through writing skills that promote 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, do creative strategy for TVC, Radio Prints, communication strategy, body copy, slogans, headlines, taglines and other written material incorporated in to advertising media. Words and ideas can be contributed to print ads, mail order, catalogs, billboards, brochures, postcards. The copywriting for various discipline is also incorporated in the field of Illustration, Corporate Identity and Multimedia.

Transferable Skills	Independent and Critical thinker : Demonstrateability to apply creative, imaginative and innovative thinking and ideas to problem solving. Effective Communicator: Demonstrate ability to communicate clearly and confidently, and listen critically

Teaching Methodologies	Lectures, Studio, Case Study, Tutorial, Problem Based Learning (PBL), Discussion, Presentation, Small Group Sessions

CLO		
	CLO1	1. Grasp general knowledge and understanding communication, writing copy in communicating Above the Line (TVC, Prints,Radio) and Below the Line design solutions for Advertising/Illustration/Corporate Identity and Multimedia (C4)
	CLO2	2. Develop competency in writing clear, concise result- getting, promoting, engaging, convincing and action-driven content / scripts by preparing the Campaign Plan /Creative Platform for Above The Line and Below the Line for various discipline namely Advertising Design, Illustration, Corporate Identity and Multimedia field of study. (P4)
	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. (A4)

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Communication 1.1) • Basic introduction of communication 1.2) • Types of Communication 1.3) Channels of Communication 1.4) • Communication Design – What is it? 1.5) Types of Communication Design including 1.6) Advertising Design, Illustration, Corporate Identity, Multimedia 1.7) Types of Advertising -(Product/service/Corporate/Social/Political) 1.8) 1.9) Types of Advertisment – Hard sell/Soft sell 1.10) (Teaser/Pre-launch/ launch/Tactical and thematics/Follow-up/series 1.11) and sequential/promotion/ Duration and frequency/Homepage/portal etc) 1.12) 1.13) Types of Approach 1.14) Testimonial/Slice of Life/Humor/Factual

2. Creative communication
2.1) Creative Platform
2.2) Understanding the process
2.3) Brand SWOT Analysis
2.4) Understanding Target Audience
2.5) Unique Selling Proposition
2.6) Positioning

3. Introduction to Copywriting
3.1) • What is Copywriting?
3.2) What is Copy? How is it different from content?
3.3) Copywriting for Advertising / Illustration / Corporate Identity/ Multimedia

4. Copy Strategy
4.1) Strategy worksheet
4.2) How to write copy strategy?
4.3) How to structure and write copy brief
4.4) Think about the customer, product, competition
4.5) Headlines/Sub-headlines/Body copy/Taglines/Signatures

5. Research: Writing Proposal
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

6. TVC And Radio Scripts
6.1) TV STRUCTURE
6.2) Types of TV Commercial
6.3) TV Storytelling
6.4) Planning the Execution
6.5) TVC production consideration : Length/Scenes/
6.6) Key frames/Execution elements
6.7) RADIO Scripts
6.8) Introduction
6.9) How to write A Radio Copy
6.10) Types of Radio Commercials (Straight Copy/Dialogue Commercials/Dramatised Commercials/Musical Commercials)
6.11) Timing
6.12) Examples of radio scripts/local radio commercial

7. PRINT Copywriting
7.1) PRINT PRINCIPLES
7.2) STYLE
7.3) Types of Print Ads:
7.4) Trade Character/Charts and Diagram/Symbolism/Abstract Design/
7.5) 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 product

8. Writing Styles
8.1) Writing for Website and Digital Formats
8.2) Writing for Company Magazines and Newsletters
8.3) Writing For Brand, Marketing and Internal Communications

9. How to Write Clear and Understandable Body Copy
9.1) Tips for writing clear copy
9.2) Copywriting checklist
9.3) Point of Sales/

10. Below the Line Copy writing
10.1) Below the Line Copywriting
10.2) Copywriting for leaflets, brochures
10.3) Copywriting for other below the line media

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Individual Task - Case Study of existing Print Advertistments (Illustration/Corporate Identity/Multimedia) Scrap book (collection of magazine/paper advertistment cuttings for 12 weeks)	20%	CLO1
	Final Project	Team Project: Strategy Book for a Advertising Design/Illustration/Corporate Identity/Multimedia Submission: 1. Brainstorming/conceptualise (Team Task) 2. Ideation/comprehensives/computer generated electronic/print output (Individual Task) 3. Strategy Book (Team Task) 4. Power point presentation (TeamTask)	40%	CLO3
	Written Report	Team Task: Written assignment and presentation: Current Local issues or other relevant topics pertaining to Copywriting in Advertising Design/Illustration/Corporate Identity/Multimedia	20%	CLO1
	Written Report	Team Task: Proposal for final project - Creative Platform Blueprint	20%	CLO2

Reading List	Recommended Text	• **Joseph Sugarman 2006, *The Adweek Copywriting Handbook*, Wiley [ISBN: 0470051248]**
	Reference Book Resources	• **Bruce Bendinger, *The Copy Workshop Workbook*, New edition Ed. [ISBN: 0962141542]**
		• **Pete Barry, *The Advertising Concept Book* [ISBN: 9780500292679]**
		• **W. Ronald Lane,Karen Whitehill King,Tom Reichert 2010, *Kleppner's Advertising Procedure*, Prentice Hall [ISBN: 0136110827]**
		• **Andy Maslen 2015, *Persuasive Copywriting*, Kogan Page Limited [ISBN: 9780749473990]**
		• **Sandra E. Moriarty 1991, *Creative Advertising*, Prentice Hall Pennsylvania State University [ISBN: 0131899112]**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	