## UNIVERSITI TEKNOLOGI MARA
### GDT255: ADVERTISING AND ART DIRECTION

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| **Course Name (English)** | ADVERTISING AND ART DIRECTION  APPROVED |
| **Course Code** | GDT255 |

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| **MQF Credit** | 4 |

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| **Course Description** | The student will be exposed toward the concept of art direction, which emphasize on problem solving techniques (creative thinking) and technical skill in order to produce/solve the problems in advertising design. Students are recommended to be exposed with industry trends by conducting academic visit to organizations or agencies related to this course. |

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| **Transferable Skills** | Intellectual Skills, Communication Skills, Organizational Skills, Interpersonal Skills, Computer Literacy |

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| **Teaching Methodologies** | Lectures, Studio, Field Trip, Case Study, Discussion, Presentation |

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| **CLO** | CLO1 | Describe basic understanding of advertising and elements of advertisements through compilation of visual research |
| | CLO2 | Produce creative ideation and concept to solve identified advertising issue by using print media |
| | CLO3 | Communicate the application of creative solution and concept through broadcast media |

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| **Pre-Requisite Courses** | No course recommendations |

| **Topics** |
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| **1. Syllabus Overview (Lesson 01)**<br>1.1) Course Description<br>1.2) Course Objectives<br>1.3) Course Contents<br>1.4) Project Overview<br>1.5) Evaluation Method |
| **2. Introduction to Advertising and Art Direction (Lesson 02)**<br>2.1) What is advertising<br>2.2) The role of art direction in advertising. (also types of AD in short films, movies, documentaries)<br>2.3) Who does art directing? (Persons trained in graphic design including art, photography, typography, the use of color and computer design software.)<br>2.4) How to be a great Art Director? (Must keep abreast of current trends. Thinking must be advanced to create new ideas and design trends)<br>2.5) Advertising agency structure and supporting services.<br>2.6) Advertising media<br>2.7) Above The Line<br>2.8) Below The Line<br>2.9) Basic process in art directing for advertising. |
| **3. Creativity Process: Formulating Advertising Concept (Lesson 3)**<br>3.1) Product/ Service Data Collection<br>3.2) Identify Product Positioning<br>3.3) Sell Approach (Soft Sell / Hard Sell) |
| **4. Creativity Process: Formulating Advertising Concept (Lesson 3)**<br>4.1) Unique Selling Proposition (USP)<br>4.2) Emotional Selling Proposition (ESP)<br>4.3) Creating Creative Platform (Campaign Plan Outline) |

**5. Creativity Process: Advertising Category & Ideation (Lesson 4)**
5.1) Advertising Category:
5.2) Demonstration
5.3) Endorsement
5.4) Testimonials
5.5) Fantasy
5.6) Recognition
5.7) Popular Culture
5.8) Image of Life Style
5.9)
5.10) Advertising Ideation:
5.11) Visual Metaphor
5.12) Combination
5.13) Comparison
5.14) Fact
5.15) Illusion
5.16) Exaggeration
5.17) Symbol & Sign
5.18) Eccentric Point of View

**6. Creativity Process: Advertising Category & Ideation (Lesson 4)**
6.1) Introduction of advertising campaigns
6.2) a) What are campaigns and why ads run in campaign
6.3) b) Types of campaigns
6.4) c) Campaign planning – how to maintain a strong consistent Idea, building each ad around the idea, making messages cumulatively stronger with each additional ad.
6.5) d) Using AD to establish a graphic rhythm to strengthen the visual continuity through out the campaign, thus creating design equity.

**7. Advertising Components Print Media (Lesson 5)**
7.1) Visual
7.2) a) Illustration
7.3) b) Photography
7.4) c) Computer Imagery
7.5) d) Storyboard

**8. Advertising Components Print Media (Lesson 5)**
8.1) Copywriting
8.2) Headline, subhead, body copy & tagline
8.3)
8.4) Copywriting Approach
8.5) Before & After
8.6) Intrigue
8.7) Knock the competitor
8.8) FUDing (Fear/ Uncertainty / Doubt

**9. Creativitiy Process: Supportive Marketing Tools (Lesson 6)**
9.1) Out-of-Home
9.2) Transit Advertisement
9.3) Point-of-Purchase
9.4) Digital Media
9.5) Guerilla Advertising

**10. Creative Production & Execution for Broadcast Media (Lesson 7)**
10.1) Introduction to broadcast media
10.2) Categories of television commercial

**11. Creative Production & Execution for Broadcast Media (Lesson 7)**
11.1) Pre-production
11.2) Production
11.3) Post-production

**12. Creative Production & Execution for Broadcast Media (Lesson 7)**
12.1) Advertising components in broadcast media
12.2)
12.3) Storyboard
12.4) Script
12.5) Camera
12.6) Direction
12.7) Audio
12.8) Voice Over
12.9) Sound Effect
12.10) Jinggle

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

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
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| | Group Project | Commercial | 50% | CLO3 |
| | Individual Project | Advertisement Research | 20% | CLO1 |
| | Individual Project | Creative Advertisement | 30% | CLO2 |

| Reading List | Reference Book Resources | **Pete Barry 2012, *The Advertising Concept Book*, Second Ed., Thames & Hudson, c2012. London [ISBN: 9780500516232]** |
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| | | **Mario Pricken 2008, *Creative Advertising*, First Ed., Thames & Hudson New York [ISBN: 9780500287330]** |
| | | **Ken Burtenshaw,Nik Mahon,Caroline Barfoot 2011, *The Fundamentals of Creative Advertising*, Second Ed., A&C Black Switzerland [ISBN: 9782940411566]** |
| | | **Sandra Ernst Moriarty,William Wells,Nancy Mitchell 2009, *Advertising*, 8th Ed., Prentice Hall Upper Saddle River, N.J [ISBN: 0132224151]** |
| **Article/Paper List** | This Course does not have any article/paper resources | |
| **Other References** | This Course does not have any other resources | |