COURSE: IFA 3213

COURSE NAME: ADVERTISING DESIGN 2

Course description:

Branding, Printed & Digital media

Applying Design Theory and Methodology. This course explores, through visual images, the potential aesthetics and communication exemplified in word visual, community, corporate design and image-type-layout relationships. Design strategies, commissions and work follow up, work positioning and customer service through Research projects *(Prerequisite IFA2216)*

Course Objectives / Aims

The course aims to give the students' abilities to:

- Identify the importance of collaborative design processes in contemporary design practice.
- Select, discuss and apply theories/issues to explain the significance of visual communication in graphic design.
- Participate in collaborative peer learning activities in order to develop critical and analytical required in resolving solutions for advertising design tasks.
- Appreciate the influence of technological advancement in advertising design communication.
- To realize the importance of participating and understanding what is involved in the production process for advertising design.
- Understand the language employed in advertising industry.

Course Outline:

Week 1: Introduction to Advertising design elements: introduction to general dynamics and requirements of the course and further dissemination of an overview of elements and processes that are an integral part of advertising design.

Week 2: Graphic design essentials 1: Research- working from an informed point of view in advertising.

Week 3: Graphic design essentials 2: Typography as a graphic language central to advertising

Week 4: Graphic design essentials 3: Contrast and layout in visual communication

Week5: Graphic design essentials 4: Grid systems in layout/formatting

Week 6: Graphic design essentials 5: Critique and analysis in design

Week 7: Design process and advertising design: research, conceptualization and production issues in advertising design

Week 8: Visual communication copy writing: guiding principles in writing messages for advertising

Week 9: Design environments 1: design of print advertising media -flyers, posters, brochures, editorial materials, space ads, and collateral business material.

Week 10: Student's critique

Week 10: Design environments 2: Advertising in digital environments -Media and online advert
Week 11: The production process

Week 12: Design / Client / Audience relations: User-centered design

Week 13: Students group projects: locally based simulation projects are given at the beginning and are executed in relation to associated course units

Week 14: Project presentations

Week 15: Project presentations

Learning outcomes

On successful completion of the course, students should be able to:

- Interpret target audiences when designing advertisements
- Properly utilize the sequence of layouts stages-thumbnails, roughs, comprehensives and final renditions.
- Demonstrate a practical knowledge of design fundamentals, inclusive of the elements and principles of design.
- Utilize the vocabulary and language associated with graphic/advertising design.
- Critically evaluate examples of graphic, hypermedia and multimedia design, including self assessment.
- Recognize the relationship between traditional design media and digital media.
- Create design solutions for specific print media and hypermedia/multimedia problems
- Demonstrate a fundamental knowledge of trends in print and digital media in advertising.
- Discus production methodology cogently with print shops.

Methods of Teaching / delivery

1. Field based assignments/projects/ courseworks
2. Practical computer laboratory sessions / tutorials
3. E-learning tools /DLE
4. Group reviews/ presentations/critiques

5. Lectures

6. Resource materials(Visuals/books) **Method and evaluation:**

Course Work

1. Course work 40% **Proficiency examination**

2. Final examination 60% = 100% **Major work (Optional) 100%**

1. Conceptualization and development work 40%

2. Final work 60% = 100%

Reading/reference material

1. Alex White 2006, Advertising Design and Typography.

2. Alina Wheeler2009, Designing Brand Identity: An Essential Guide for the Whole Branding Team.

3. Dean Phillip 1977, LemGraphics master 2: [a workbook of planning aids, reference guides, and graphic tools for the design, estimating, preparation, and production of printing and print advertising] (Loose leaf).

4. Joseph a. Koncelik, Kevin Reeder, Conceptual Drawing: freehand drawing and design visualization for professionals.

5. Robin Landa2000, Graphic Design Solutions.

6. Robin Landa 2004, Advertising by Design: Creating Visual Communications with Graphic Impact.

7. Thomas (Tom) Altstiel and Jean M. Growb 2009, Advertising Creative: Strategy, Copy, and Design

8. Uwe Stoklossa and Thomas Rempen2007, Advertising: New Techniques for Visual Seduction.

Websites:

1. http://muele.mak.ac.ug/course/view.php?id=269 (IFA 3213 Advertising design course and resources)

2. http://www.allbusiness.com/marketing/direct-marketing-direct-mail/411649-1.html (Advertising design)

3. http://advertising.about.com/od/copywriting/Copywriting.htm (Copywriting)

4. http://www.google.co.ug/images? (Best advertising images)