



## **Module Specification**

### **Copywriting and Art Direction**

Version: 2023-24, v2.0, 20 Dec 2022

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## Part 1: Information

**Module title:** Copywriting and Art Direction

**Module code:** UPCNHV-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** CULTURAL INDUSTRIES

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Copywriting & Art Direction consists of a series of lectures and workshops, which will introduce students to the primary tools of commercial communication: words and images.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** Students will develop an understanding of how meaning is created through the use of copy and images as well as a consideration of semiotics and symbolism. They will explore composition and creating layouts, production processes, art buying, commissioning and overseeing work, using photography and cropping, using illustration, typography, the visual hierarchy of communication and the Golden ratio.

They will develop conceptual, craft and production skills, which enable them to write persuasive copy in addition to creating and deploying potent, compelling imagery across all key media.

Students will gain a comprehensive overview of critical approaches to making and developing effective advertising material within the context of the prescribed target audience and channels.

The module will further examine the role of storytelling in contemporary brand communications. They will examine narrative theory and principles and how they relate to commercial communications, particularly electronic media.

Through an exploration of case studies, students will gain an appreciation for effective communication and an understanding of the value of creativity and divergent thinking in the advertising profession.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Lectures will provide key principles underpinned by accepted theory using case studies and examples from industry.

Workshop sessions will provide an opportunity for students to apply the principles learned to industry briefs and will enable them to develop vital conceptual and craft skills.

Students will be supported in creating a portfolio of work and will be asked

periodically to share and comment on each other's work. Research, reading and refinement of tasks outside of scheduled hours is an essential component to the successful completion of the assigned work. Research may include books, trade journals and wider digital media.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Produce fresh, insightful and persuasive creative outcomes to solve identified problems.

**MO2** Employ art direction, copywriting and craft skills to produce compelling responses to advertising briefs and execute them to the standard required by the brief.

**MO3** Communicate ideas persuasively and effectively in response to the defined needs of a brief.

**MO4** Apply knowledge and understanding of contemporary industry practice to produce coherent and effective campaigns using traditional and non-traditional media channels.

**MO5** Demonstrate an ability to justify decisions made based on sound application of principles and practice.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](http://readinglists.uwe.ac.uk) via the following link

## **Part 4: Assessment**

**Assessment strategy:** Viva Presentation - Individual reflection on a single piece of coursework. Students are expected to demonstrate analytical skills; as well the ability to justify executional choices made in a clear and concise manner with reference to the underlying principles and theories.

Self-directed Portfolio – Self-directed coursework in response to a selection of industry briefs across a variety of media.

A mix of individual, peer-to-peer and group workshops where feedback will be given for example during group discussions or comments based on the portfolio coursework.

The resit coursework submission is a rework of the portfolio brief. The resit presentation is a new topic set by the module teaching staff.

**Assessment components:**

**Presentation (First Sit)**

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio (First Sit)**

Description: Portfolio

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Presentation (Resit)**

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio (Resit)**

Description: Portfolio

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2022-23

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Advertising) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications (Advertising) [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21