



MODULE SPECIFICATION

Code: UADAH3-30-2 **Title:** Exploring Creative Advertising Processes. **Version:** 1

Level: 2 **UWE credit rating:** 30 **ECTS credit rating:**

Module type: Project

Owning Faculty: ACE **Field:** Design

Faculty Committee approval: Curriculum Approval Committee (Chairs Action) **Date:** 28th September 2011

Approved for Delivery by: indicate name of affiliated institution if module will only be delivered by them

Valid from: September 2011

Discontinued from:

Contributes towards: Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework.

Pre-requisites:

Co-requisites:

Entry requirements: If the module is offered as CPD or stand alone, indicate the entry requirements

Excluded combinations:

Learning outcomes:

Knowledge and Understanding

- i) Demonstrate an understanding of particular social, cultural and/or theoretical influences in the research and development of their strategic processes.
- ii) Demonstrate that ability to respond appropriately to the requirements of a variety of creative problems;

Intellectual Skills

- Explore the strategies behind the promotion of 'stuff' (product/idea), evaluating the external factors that influence the decision making process.
- iii) Evaluate how the legacy of 'stuff' (product/idea) affects the application of creative ideas.

Subject/Practical Skills

- iv) Test and evaluate the appropriate concept, copy, design methods and technical skills in the execution of work to a defined audience.
- v) Develop and present their work using media that demonstrates an understanding of professional requirements;

Transferable Skills

- vi) Communicate their ideas effectively, through writing, visually and verbally.
- vii) Demonstrate the ability to plan and manage a series of tasks in a professional manner.

Syllabus outline:

This module will enable students to develop an understanding of strategies used to sell, design and promote 'stuff' (product/idea). In creative teams & individually they will examine application, language, sustainability, function and aesthetics while applying this thinking to a range of communication/advertising tasks. Students will be expected to have an understanding of their audience and the consumer culture in which they inhabit. The divergent approach to the range of media used will be explored and students will be asked to examine the cultural context of their work. Questioning the cultural impact of products, their production, consumption and promotion will develop an understanding of strategic processes.

Teaching and learning methods:

Learning is supported throughout this module by a variety of different teaching approaches and learning activities. Issues of communication/advertising practice are introduced and examined through lectures, seminars and creative exercises. Seminars then give the opportunity to discuss and interrogate the effectiveness of these examples. Practical professional skills, such as technical, presentation and negotiating skills and planning are developed and practised through workshops, seminars and group activities. Practical project briefs allow students to develop individual and collaborative responses a range of creative tasks, through lateral thinking, conceptual and visual development.

The project briefs allow a broad range of responses in terms of media, this allows the students to develop their work independently while enabling a definite point of reference for the evaluation of strategic processes in relation to professional requirements.

Reading Strategy

For each module there is a discrete reading list. This is split into 'Essential reading' which is available through the UWE Library and on Blackboard and is intended to ground student understanding of the subjects covered in the module, and 'Further reading' which is more general and may not always be available through the University Library. These are accessed through external sources such as websites, or arts organisations with links provided on Blackboard. During the module relevant additional texts may be identified to individual students in consultation with staff.

Information issued at the outset of the module, is supplemented by hand-outs and exercises given during lectures and workshops. Additional texts may be identified through individual students own interests and in consultation with staff. A number of recommended periodicals and web sites will be identified in order to assist students in their study of contemporary practice and the current issues and developments within their subject area. This will also be made available on line.

Indicative Reading List: (see guidance notes)

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

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|------------------------------|-----------------------------|-----------------|
| Lucas, G & Dorrian, M (2006) | Guerrilla Advertising | Laurence King. |
| Pricken M. (2008) | Creative Advertising | Thames & Hudson |
| Fletcher A (2002) | The Art of Looking Sideways | Phaidon |
| Kalman T (1998) | Tibor | Booth Clibborn |
| De Bono E (1990) | Lateral Thinking | Penguin |
| Crow D (2003) | Visible Signs | AVA Publishing |
| Papanek V (1985) | Design for the Real World | Thames & Hudson |
| Mc Quiston 92004) | Graphic Agitation 2 | Phaidon |

Journals

Adbusters
Baseline
Eye
Freize

Grafik
Creative Review

Online

www.dandad.org/
www.designcouncil.org.uk
<http://www.adweek.com/>
<http://www.campaignlive.co.uk/>
<http://www.designobserver.com>
www.creativereview.co.uk/
<http://www.designweek.co.uk/>
<http://adsoftheworld.com/>

Assessment

Please state which element of assessment should be recorded as the final assessment for the purposes of submitting data on non-submissions to HEFCE. (For further information please contact Academic Registry.)

Weighting between components A and B (standard modules only) A: B:

ATTEMPT 1

First Assessment Opportunity (Sit)

Component A

| Description of each element | Element weighting |
|--|-------------------|
| Completed Project work, research and supporting materials. | 100% |

Second Assessment Opportunity (Resit) (further attendance at taught classes is not required)

Component A

| Description of each element | Element weighting |
|--|-------------------|
| Completed Project work, research and supporting materials. | 100% |

EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.

Specification confirmed byRachel Robinson.....Date 28th September 2011
Design Field Leader

