



MODULE SPECIFICATION

Code: UADAJ7-30-3 **Title:** Creative Advertising Design. **Version:** 1

Level: 3 **UWE credit rating:** 30 **ECTS credit rating:** 15

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, BA (Hons) Media and Journalism, BA (Hons) Journalism and Public Relations, UWE/Taylor's Dual Award Framework

Pre-requisites: Exploring Creative Advertising Processes

Co-requisites:

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

Excluded combinations:

Learning Outcomes:

To enable students to:

Knowledge and Understanding

- i Apply research skills to the development of creative conceptual ideas.
- ii Appreciate the ethical issues and approaches of design & advertising by examining at social and cultural environments.

Intellectual skills

- iii. Demonstrate an understanding of working methods and applying this to a changing creative environment.
- iv. Demonstrate the ability to identify and interact with a target audience in a variety of methods and media.

Subject/Practical Skills

- v. Identify problems and to solve them visually through the appropriate use of type, image, composition, language & hierarchy of information.
- vi. Explore type, image & language through a varied use of media to communicate a range of concepts with clarity, while applying lateral thinking to a range of concepts.

Examining effective forms of communication relating to an audience, while engaging them through humour, emotional response &, irony.

Transferable Skills

- i) Work collaboratively to address creative and professional tasks
- ii) Communicate and present their ideas confidently, visually, verbally and in writing.

Syllabus outline:

In this module students will be expected to be challenging in their approaches and preconceptions to the broad area of advertising. Above the line and digital media will be explored and the application of design skills will enable the implementation of creative concepts to be completed to a professional standard. Working collaboratively, students will research the traditional working methods of creative teams and designers; they will then seek to subvert these working practices. By examining the ethical and cultural context of their work students will develop a conceptual understanding of how campaigns are planned and executed. Exploring semiotics, language, subversion, subliminal and guerrilla strategies will show how words and images create persuasive and effective messages. Social and cultural considerations will be addressed in defining and evaluating the requirements of an audience; while questioning advertising strategies in a post-digital era will provide students with the skills to understand the decision making principles for an effective campaign.

Teaching and learning methods:

Lectures, seminars and practical exercises will challenge students to consider the strengths and potential of different working methods and media. By examining their own work and that of other creative's they will be challenged to consider how content and context inform the development and evaluation of outcomes. Practical work, workshops, seminar discussions and critiques will consider aspects of lateral thinking and the generation of ideas, integrating communicative strategies alongside aesthetic and ethical judgement. Working in collaboration will form the normal teaching pattern while the co-ordination of this process with feature in how students negotiate their independent study time.

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. 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.

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.

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.

Williams, E. (2010)	This is Advertising	Laurence King.
Arden, P. (2006)	Whatever you think, Think the opposite.	Penguin
Pricken, M. 2008	Creative Advertising	Thames & Hudson

Sullivan, L. (2008)	Hey, Whipple, Squeeze This: A Guide to Creating Great Advertising	John Wiley & Son
Fletcher A (2002)	The Art of Looking Sideways	Phaidon
De Bono E (1990)	Lateral Thinking	Penguin
Crow D (2003)	Visible Signs	AVA Publishing

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

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

Component A	Element weighting
Description of each element	
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**

