University of the
West of England
BRISTOL

ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Advertising Campaigns					
Module Code	UADAN7-15-1 GD124		Level	1	Version	1.1
Owning Faculty	ACE		Field	Design		
Contributes towards	BA (Hons) Graphic Design					
UWE Credit Rating	15	ECTS Credit Rating	7.5		Module Type	Project
Pre-requisites	N/A		Co- requisites	None		
Excluded Combinations	n/a		Module Entry requirements	n/a		
Valid From	September 2013		Valid to	September 2018		

CAP Approval Date	12/11/2013

Part 2: Learning and Teaching	
Learning Outcomes	**Learning Outcomes** 1. Identify and analyse the functions of advertising agencies. 2. Independently develop advertising objectives and strategies. 3. Analyse and understand advertising campaigns. 4. Devise creative and imaginative advertisements for application across a range of media.
Syllabus Outline	**Content and Syllabus** This module is about the production of advertising. Students will study the functions and operation of advertising agencies, learn how advertising objectives are defined and gain an understanding of what goes into developing advertising strategies. Through devising advertisements in response to advertising briefs, students will develop an understanding of how advertising campaigns work. This module is strategically placed to help you develop an understanding of how the common principles experienced in previous modules relate to different areas of design activity, and how the conventions of different disciplines build on them. A combination of formal delivery of essential knowledge with active investigation by students into advertising campaigns is appropriate for the theoretical aspects of this module. Briefs set for practical work are challenging, stimulating and have contemporary relevance. The practical aspects will require evidence in the form of 'black and whites' (rough concepts), visual scripts and storyboards produced by the student in response to

	advertising briefs. You will undertake Three or Four projects, at least one project will involve team work, starting with a press or magazine ad and progressing an organisation's promotional campaign exploring various suitable media options, including TV storyboards. Advertising and Promotion will cover: • Introduction to the function, structure and terminology of advertising • Recognising the consumer: the target audience • Responses to alternative strategies, trends and consumer perceptions • Introduction to branding • Providing solutions to a variety of advertising projects • Evaluation - analysing effectiveness in advertising.
Contact Hours/Scheduled Hours	Learning Hours 150 Contact Hours 60 Independent Learning hours 90
Teaching and Learning Methods	Whilst lectures are the principal teaching method used for the presentation of course content, a wide variety of other techniques and approaches are employed to enrich the delivery and to cater for different student learning styles and preferences. **Scheduled learning** includes lectures, seminars, set exercises, oral presentations, role-play, case studies, guest speakers, online surveys and tutorials. **Independent learning** includes hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table above. Scheduled sessions may vary slightly depending on the module. Delivery will be based on a combination of set and learner-identified graphic design / advertising campaigns projects and exercises, supported by workshop sessions dealing with specific content and skills. At this stage, students will also be working with some independence to compile their portfolios or 'books' with a view to progression. Seminars, lectures, one to one and group tutorials, regular visits to library for self-study and daily attendance to the class are important learning keys. **Teaching and Learning Methods** • Lectures • Seminars • Workshops • Studio based study • Self-directed study
Reading Strategy	**Required Reading List** Any essential reading will be indicated clearly, along with the method for accessing it, The Alexander College library will hold copies for loan as well as copies for reference only to improve access to required texts. Students will be encouraged to obtain their own copies of required reading. The required reading list will be posted on the course website. Module guides will also reflect the range of reading to be carried out. **Recommended Reading** Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.

	Access and Skills The development of literature searching skills is supported by a Library seminar provided during induction week. Students will be presented with further opportunities within the course to develop their information retrieval and evaluation skills in order to identify such resources effectively. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.
Indicative Reading List	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 the module guide. **Reference Material** **Essential reading** Evans R B – *Production and Creativity in Advertising* (Pitman, London, 1988) Brierley S – *The Advertising Handbook* (Media Practice, 2003) David Olgivy – *Olgivy on Advertising* (Prion 1995) Gavin Lucas & Michael Dorrian – *Guerilla Advertising* (Laurence King 2006) Mario Pricken – *Creative Advertising* (Thames & Hudson 2002) Graphis *Advertising Annual* 2006 Charlotte & Peter Fiell – *Contemporary Graphic Design* (Taschen 2007) Liz Farrelly – *One Hundred at 360o: Graphic Designer's New Global Generation* (Laurence King 2007) **Recommended reading** Mono Design. (2002). *Branding – from brief to finished solution.* Crans-Pres-Celigny; Hove: Rotovision Ed. Jim Heimann – *The Golden Age of Advertising: 50s* (Taschen 2005) Ed. Jim Heimann – *The Golden Age of Advertising: 60s* (Taschen 2005) Ed. Jim Heimann – *The Golden Age of Advertising: 70s* (Taschen 2006) Roderick White – *Advertising* (McGraw Hill 2000) Richard W. Lewis – *Absolut Book* (Journey Editions 1996) **Periodicals:** • Blue Print • The Drum • Design Week • Creative Review • British Design and Art Direction (1982 to present) • Campaign (current and past issues) **Recommended Websites:** www.allgraphicdesign.com/phpBB2/index.php www.designtalkboard.com/ www.adage.com/ www.adcglobal.org/ www.eatliver.com/vintage-ads/#null www.memory.loc.gov/ammem/ccmphtml/colahome.html www.superficialgallery.com/Emails/Amazing-Pictures/cool-packaging.htm www.creativepublic.com www.squidoo.com/signsandsymbols www.commarts.com/ www.plan59.com/main.htm www.adsoftheworld.com/ www.saatchi.com/worldwide/index.asp www.adflip.com/

	www.gdusa.com/
	www.gigposters.com/
	Further reference material relating to both generic and specialist discourses will be articulated through unit handbooks (issued at the start of the unit) and via online teaching and learning resources.

Part 3: Assessment

Assessment Strategy	**Assessment Requirement**
	1. Portfolio of practical work (O1,O2,O3,O4)
	The portfolio of practical work is explained visually and verbally in the class by the lecturer and requires the students to undertake the required practical design work accompanying this with **detailed sketchbook, research work development and final Graphic Design work**. *(learning outcomes, assessment criteria and evidence required, are analysed in detail in the project brief given to the students)*
	All design practical projects require a 10 minutes visual and verbal presentation by the student in the class. The grade of the presentation is part (as a percentage) of the grade of the particular project. The presentations must cover and analyse the work undertaken on particular project, the student must also explain the specific visual decisions taken and solutions given to problems. The student will also have to self-evaluate and analyse the evidences provided by the student that cover the needed outcomes required by the project.
	The research file must include a substantial piece of research and sketchbook work with evidence of self-evaluation. Research material must be analysed and synthesised creatively and with evidence of detailed study upon particular research. The student must comment upon findings and give a critical opinion upon all research or visual material found or created / designed. The student in most of the projects should present evidence of critical evaluation of arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution or identify a range of solutions to a problem. Sketchbooks must always show experimentation and creativity with various ideas generating techniques and approaches as well as with own comments and thoughts, images, illustrations, interviews with people, copies of text, references to books, articles, magazines, websites etc.
	During each project / assignment, students are formatively assessed through the presentation of their work at feedback sessions, during which they may be asked to explain and justify their work and to demonstrate the process of development, thinking and research. Other learners are normally present and are invited to contribute to the discussion.
	Assessment criteria for module's outcomes
	O1
	1. Assessment criteria – Demonstrate an understanding of the functions in an advertising agency
	2. Assessment criteria – Investigate and analyse the roles and function of advertising agency
	O2
	3. Assessment criteria – Develop strategic advertising objectives
	4. Assessment criteria – Independently analyse the meaning and nature of a wide range of marketing and advertising objectives
	O3
	5. Assessment criteria – Develop an understanding of how advertising campaigns work
	6. Assessment criteria – Researching consumer behaviour, target audience, demographics, company's status and philosophy
	O4

7. Assessment criteria – Creative and imaginative promotional solutions presented professionally

8. Assessment criteria – Research and ideas development in sketchbook of a wide range of media choices

Assessment feedback

For each assessment which is marked and graded, students will be provided with an Assignment Feedback Sheet which will show the marks awarded and will contain formative feedback comments to explain how the marks were awarded and offer advice about how to improve.

Identify final assessment component and element	**A/1**	
	A:	**B:**
% weighting between components A and B (Standard modules only)	**100**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
Portfolio of Practical work	100
Component B **Description of each element**	**Element weighting** (as % of component)
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Re-sit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
Project to cover all outcomes	100
Component B **Description of each element**	**Element weighting** (as % of component)
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If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.