



MODULE SPECIFICATION

Part 1: Information			
Module Title	Copywriting and Art Direction		
Module Code	UPCNHV-30-2	Level	2
For implementation from	September 2021		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Communications (Advertising)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>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.</p> <p>Students will become familiar with methods and principles through the study of individual advertising executions as well as complex integrated campaigns, which rely on a variety of communication tools, channels and technologies.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>

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.

Part 3: Assessment

Component A: 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.

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

Formative Assessment: 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.

Identify final timetabled piece of assessment (component and element)	<i>B1</i>	
% weighting between components A and B (Standard modules only)	A:	B:
	25	75

First Sit

Component A (controlled conditions) Description of each element	Element weighting
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1. Viva	100
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Component B Description of each element	Element weighting
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1. Portfolio	100
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Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting
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1. Viva	100
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Component B Description of each element	Element weighting
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1. 2. Portfolio	
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Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1: Produce fresh, insightful and persuasive creative outcomes to solve identified problems. A1, B1 2: Employ art direction, copywriting and craft skills to produce compelling responses to advertising briefs and execute them to the standard required by the brief. A1, B1 3. Communicate ideas persuasively and effectively in response to the defined needs of a brief. A1, B1 4. Apply knowledge and understanding of contemporary industry practice to produce coherent and effective campaigns using traditional and non-traditional media channels. A1, B1 5. Demonstrate an ability to justify decisions made based on sound application of principles and practice. A1 																									
Key Information Sets Information (KIS)	<table border="1"> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th style="background-color: #e0e0e0;">Hours to be allocated</th> <th style="background-color: #e0e0e0;">Scheduled learning and teaching study hours</th> <th style="background-color: #e0e0e0;">Independent study hours</th> <th style="background-color: #e0e0e0;">Placement study hours</th> <th style="background-color: #e0e0e0;">Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
Total Assessment	<p>Total assessment of the module:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Written exam assessment percentage</td> <td style="border: 1px solid black; padding: 2px;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="border: 1px solid black; padding: 2px;">80%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="border: 1px solid black; padding: 2px;">20%</td> </tr> <tr> <td></td> <td style="border: none; padding: 2px;">100%</td> </tr> </table>	Written exam assessment percentage	0%	Coursework assessment percentage	80%	Practical exam assessment percentage	20%		100%																	
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Reading List	<p>Shaw, Mark Copywriting: successful writing for design, advertising and marketing, Laurence King, 2009 Lucas, Stephen E. The art of public speaking, McGraw Hill, 2009 Armstrong Scott, Persuasive Advertising , Evidence-based Principles, Palgrave Macmillan,</p>																									

	<p>2010</p> <p>Simmons, John Twenty-six ways of looking at a blackberry: How to let writing release the creativity of your brand, A&C Black, 2009</p> <p>Sullivan, Luke, Hey Whipple Squeeze This, John Wiley & Sons 1998</p> <p>Aitchison, Jim, Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century, Pearson Ed Asia 1999</p> <p>A Technique for Producing Ideas (Thinking Classics) James Webb Young. Frontal Lobe Publishing (22 April 2011)</p> <p>The Book of Gossage. Howard Luck Gossage. Copy Workshop (30 Sept. 2006)</p> <p>Hey Whipple, Squeeze This: Guide to Creating Great Ads. Luke Sullivan. John Wiley & Sons (11 Mar. 1998)</p> <p>Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century. Jim Aichison. Pearson Ed Asia (5 May 1999)</p> <p>Hegarty on Creativity: There are No Rules. John Hegarty. Thames and Hudson Ltd; 01 edition (10 Mar. 2014)</p> <p>Predatory Thinking. Dave Trott. Pan; Main Market ed edition (6 Nov. 2014)</p>
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First Approval Date (and panel type)	24 March 2020 UVP		
Revision ASQC Approval Date	Version	1	