

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Creative Advertising Design	GAME 214	4	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Asst. Prof. Dr. Ece Kahraman Bulut	E-mail : ece.bulut@arucad.edu.tr Office : RC 113
Course Objectives	<p>By the end of this course, students should be able to:</p> <p>Develop effective advertising campaigns that incorporate copywriting, design, and messaging to target specific audiences.</p> <p>Apply design principles to create compelling visual layouts for print, digital, and broadcast advertising.</p> <p>Understand the importance of branding and develop a brand identity for advertising campaigns.</p> <p>Use digital tools and techniques to create and distribute advertising campaigns on various platforms.</p> <p>Develop persuasive pitch presentations that communicate advertising concepts and creative ideas effectively.</p>	
Course Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <p>Create effective advertising campaigns that incorporate copywriting, design, and messaging to target specific audiences.</p> <p>Develop visual layouts for print, digital, and broadcast advertising that communicate key messaging and brand identity.</p>	

	Use digital tools and techniques to create and distribute advertising campaigns on various platforms, including social media, mobile, and desktop.
Course Content	This course introduces students to the fundamental principles of creative advertising design. Students will learn how to create effective advertising campaigns by developing concepts, writing copy, and designing layouts for various media formats. Students will also gain an understanding of how to tailor their designs to different target audiences and how to pitch their ideas to clients.

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementati on (theory/practi ce)	Required Reading, Preliminary preparation
1	Introduction to Creative Advertising Design		
2	Advertising Copywriting The role of copy in advertising design Creating headlines and taglines Writing body copy and calls to action	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 2-14
3	Branding and Identity Developing a brand identity Understanding brand guidelines Creating visual identity elements	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 14-24
4	Concept Development Generating ideas for advertising campaigns Developing creative briefs Brainstorming and ideation techniques	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 32-42
5	Art Direction Developing creative concepts	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA

	Understanding visual hierarchy Layout and design principles		Landa, R. (2010) pp. 48-62
6	Digital Advertising Understanding the digital landscape Creating effective digital ads Interactive advertising and user experience	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 66-92
7	Print Advertising Designing effective print ads, Typography and layout in print ads, Understanding print production techniques	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 94-105
8	MID-TERM WEEK		
9	Outdoor Advertising Designing for billboards and outdoor signage Understanding size and scale in outdoor advertising Typography and layout in outdoor advertising	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 106-110
10	Social Media Advertising Creating effective social media ads Understanding social media platforms and advertising options Creating engaging social media content	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 128-148
11	Advertising Photography and Video Creating effective visual content for ads Understanding lighting and composition Developing video storyboards and concepts	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 152-162
12	Advertising Campaign Development Pulling together all elements of an advertising campaign Developing cohesive messaging and design elements Creating advertising campaigns that are on brand and on message	T/P	Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 172-184

13	<p>Pitching and Presenting</p> <p>Pitching advertising campaigns to clients and stakeholders Creating effective presentations and pitches Handling questions and objections</p>	T/P	<p>Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 188-204</p>
14	<p>Final Project</p> <p>Developing a final advertising campaign Presenting the final campaign to the class Critique and review of final projects</p>	T/P	<p>Advertising by Design GENERATING AND DESIGNING CREATIVE IDEAS ACROSS MEDIA Landa, R. (2010) pp. 226-234</p>
15	FINAL WEEK		

<p>Required Course Material(s) / Reading(s) / Text Book(s)</p>	<p>West, D., Ford, J., & Ibrahim, E. (2015). Strategic Marketing: Creating Competitive Advantage. Oxford University Press. Solomon, R., Marshall, G. W., & Stuart, E. W. (2019). Marketing: Real People, Real Choices. Pearson.</p>
<p>Recommended Course Material(s) / Reading(s) / Other</p>	<p>Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill Education. Edwards, D. (2015). Creative Advertising. Sage. Moriarty, S., Mitchell, N. D., & Wells, W. D. (2019). Advertising: Principles and Practice. Pearson.</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz	-	-
Assignment	-	-

Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories.			X		
2	Knows the basic concepts and terminology related to the field of game design.				X	
3	Has knowledge about the history of computer and video games and developments in this field.			X		
4	Knows game design processes and related applications.		X			
5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.					X
6	Has the ability to analyze analog and digital game genres.				X	
7	Has the ability to use contemporary game engines and problem solving skills.	X				
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.			X		
9	Has knowledge about media literacy.				X	
10	Has the competence to prepare projects based on ethical principles in game development processes.				X	

11	Has the competence to evaluate games as an art form.	X				
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.	X				
13	Has the competence to take part and responsibility in game development teams.	X				
14	Has the competence to collect, analyze and interpret analytical data about games and players.				X	
15	Has the competence to develop and present a digital game project by using game design practices effectively.	X				
16	Evaluates artificial intelligence applications in their studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.			X		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		3	42
Mid-Term	1		10	10
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		20	20
Other	-		-	-
TOTAL WORKLOAD	-		-	128
TOTAL WORKLOAD / 25				5.12
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

PREPARED BY	Asst. Prof. Dr. Ece Kahraman Bulut
UPDATED	24.02.2023
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