COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	**Practice**		
Creative Advertising Design	GAME 214	4	2	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

Course Instructor(s)	Asst. Prof. Dr. Ece Kahraman Bulut	E-mail : ece.bulut@arucad.edu.tr Office : RC 113

Course Objectives	By the end of this course, students should be able to: Develop effective advertising campaigns that incorporate copywriting, design, and messaging to target specific audiences. Apply design principles to create compelling visual layouts for print, digital, and broadcast advertising. Understand the importance of branding and develop a brand identity for advertising campaigns. Use digital tools and techniques to create and distribute advertising campaigns on various platforms. Develop persuasive pitch presentations that communicate advertising concepts and creative ideas effectively.
Course Learning Outcomes	Upon completion of this course, students will be able to: Create effective advertising campaigns that incorporate copywriting, design, and messaging to target specific audiences. Develop visual layouts for print, digital, and broadcast advertising that communicate key messaging and brand identity.

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

Required Course Material(s) / Reading(s)/ Text Book(s)	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.
Recommended Course Material(s)/ Reading(s) /Other	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.

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	To know and explain the basic concepts, theories, institutional structures of communication.					√
2	To know the history of the game industry and the foundational theories of game design, thus, to be able to explain the terms of professions, professional ethical roles and responsibilities of the profession.					√
3	The ability to follow the technological and socio-cultural developments and understand the impact of these development on the game industry and observe the changes.					√
4	The ability to take part in international working environments and be able to analyse the international game industry's needs.					√
5	Knowledge of count design, pattern manipulation and terminology for game and production tools.				√	
6	Being able to produce, designs, create and program application works in the production processes related to this profession.				√	
7	Knowledge of the basic principles and processes related to the narrative, aesthetics, technical elements of audio-visual animated and interactive content, and distinguishing successful or unsuccessful works with these aspects.				√	
8	The awareness that each design involves social contexts and in some cases, ethical choices, being able to analyse and evaluate these situations.				√	
9	Ability to solve problems using resources to find the best solutions to game development challenges.				√	

| 10 | Ability to create, develop and manage professional workflows, | | | √ | | |
| 11 | Ability to communicate effectively with colleagues, customers, and colleagues in the industry, in a professional context, using written, oral, and up-to-date communication technology. | | | √ | | |

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 theorotical 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
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