

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Commercial Ads Design	VCDE 209	III	Theory 2	Practice 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	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	Assist. Prof. Dr. Mehdi Nourani	E-mail: <a href="mailto:mehdi.nourani@arucad.edu.tr">mehdi.nourani@arucad.edu.tr</a> Titan Building -TI OFF 18
Course Objectives	<p>This course aims to teach the importance of creativity in commercial contemporary advertising. Students learn the theoretical and practical aspects of the advertising industry. In this course, the results of creative advertising are handled in a social and commercial context. At the same time, methods that are becoming increasingly important in the advertising creation process.</p> <p>Students analyze and design the stories of selected advertising campaigns that have received successful returns on a national and international scale, and develop the ability to identify key features of creative advertising.</p>	
Course Learning Outcomes	<p>Students will learn how to integrate their creativity skills into the advertising design process in Advertising Design. Additionally, within the scope of the course, creative advertising will be evaluated for its return on investment. In addition, students will gain knowledge and skills about new approaches to advertising production.</p>	
Course Content	<ul style="list-style-type: none"> <li>• Advertising Production Process</li> <li>• Brand Communication</li> <li>• Targeting Audience</li> <li>• Planning for Advertisement Campaign</li> <li>• Visual Storytelling</li> <li>• Commercials ads</li> <li>• Product ads</li> </ul>	

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction to the Course and Syllabus Review	T/P	
2	Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>• Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>
3	Type of Commercials Advertising advertising	T/P	<ul style="list-style-type: none"> <li>• Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>

4	Print media: Poster Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>
5	Print media: Ads Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>
6	Print media: Billboard Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>
7	Print media: Mobil Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> </ul>
8	Mid-Term Project	---	-----
9	Style of Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
10	Digital media Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
11	Digital media: social Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
12	Digital media: Internet TV Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
13	Digital media: TV Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> </ul>

			<ul style="list-style-type: none"> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
14	Digital media: Motion Graphic in TV Commercials Advertising	T/P	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books</li> </ul>
15	Final Submission of projects	---	-----

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ul style="list-style-type: none"> <li>Moriarty, S., Mitchell, N. &amp; Wells, W. (2012). <i>Advertising &amp; IMC : principles &amp; practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</li> <li>Griffin, W., Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books.</li> <li>Altstiel, T., Grow, J. (2016). <i>Creative Advertising</i>, new edition, SAGE Publications, Inc; (ISBN-10 : 1506315380)</li> <li>Pricken, M. (2019). <i>Advertising Creative: Strategy, Copy, and Design</i>, California, Thames &amp; Hudson. (ISBN-10 : 0500287333)</li> <li>Drewniany, B., Jerome Jewler, A. (2013). <i>Creative Strategy in Advertising</i>, 11th Edition, Cengage Learning. (ISBN-10 : 1133307264)</li> </ul>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	D & AD09 : The Best Advertising and Design in the World. Taschen, Hong Kong & Los Angeles, 2010. Creative Advertising : Ideas and Techniques from the World's Best Campaigns, Mario Pricken, Thames & Hudson, London, 2008.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz & Tutorials	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Discussion	-	-
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60
<b>TOTAL</b>		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES					Level of Contribution (1- lowest/ 5- highest)
					1 2 3 4 5

Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					
Create an understanding of the impact and importance of visual culture in its diverse global forms.					
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).					
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					
Have an understanding of different eras of visual communication and its historical development.					
Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					
Understand visual cultures within a variety of past societies and contemporary and future design trends.					
Develop the knowledge of below and above the line visual design in a commercial context.					

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	-	22	22
Other	-	-	-	-
<b>TOTAL WORKLOAD</b>	-	-	-	130
<b>TOTAL WORKLOAD / 25</b>				5.2
<b>ECTS</b>				<b>5</b>

**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.

Note: Maximum similarity level is 20% in written assessments.

**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.

Note: 70% attendance to courses is compulsory. Health reports are belonging to 30% absenteeism right.

<b>PREPARED BY</b>	Dr. Mehdi Nourani
<b>UPDATED</b>	17.10.2023
<b>APPROVED</b>	