



COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	Practice		
Creative Advertising Design	VCDE 231	I	2	2	3	5
Course Type	Compulsory Courses	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)	İbrahim Dalkılıç	E-mail : ibrahim.dalkilic@arucad.edu.tr Office : 1044
Course Objectives	This course aims to teach the importance of creativity in 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, including viral and guerilla marketing, are discussed in detail. Students analyze 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.	
Course Learning Outcomes	Creative Advertising Design course will teach students how to integrate their creativity skills in advertising design process. In addition, within the scope of the course, evaluations will be made on the returns occurred by creative advertising in the market. Students will also have knowledge and skills about new approaches in the production process of advertising.	

Course Content	<ul style="list-style-type: none"> • Advertising Production Process • Brand Communication • Targetting Audience • Planning for Advertisement Campaign • Visual Storytelling • Guerilla and Viral Marketing
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementati on (theory/practi ce)	Required Reading, Preliminary preparation
1	Introduction to the Course and Syllabus Review	T	-
2	(Creative) Advertising Design Enduring Principles in Times of Turmoil Brand Communication and Advertising	T	The Creative Process Illustrated, chapter 1 Advertising & IMC : Principles & Practice, Part 1
3	Advertising as a Marketing Communication Segmenting and Targeting the Audience	T	The Creative Process Illustrated, chapter 1 Advertising & IMC : Principles & Practice, Part 1
4	Planning for Advertisement Campaign Strategic Research & Strategic Planning	T	Advertising & IMC : Principles & Practice, Part 2 The Creative Process Illustrated, chapter 2
5	Where is Creative Headed? The Creative Side	T	Advertising & IMC : Principles & Practice, Part 3
6	Visual Communication Visual Storytelling	T	The Advertising Concept Book, p.108-160 Advertising & IMC : Principles & Practice, Part 3

7	Case Studies	T / P	The Best Digital Marketing Campaigns in The World, Selected Case Studies D & AD09 : The Best Advertising and Design in the World, Selected Case Studies
8	Midterm	T	
9	Creating a Creative Advert Designing an Advert	T / P	The Advertising Concept Book, Chapter 4 The Creative Process Illustrated, chapter 2-3
10	Digital media creative Getting to WOW	T / P	Advertising & IMC : Principles & Practice, Part 4
11	Guerilla and Viral Marketing	T / P	https://www.educba.com/guerilla-marketing-vs-viral-marketing/ https://moosend.com/blog/guerilla-marketing-ideas/
12	Case Studies: Starbucks	T / P	https://awario.com/blog/starbucks-best-and-worst-marketing-campaigns/ https://notesmatic.com/2017/01/marketing-strategy-of-starbucks/ https://www.researchgate.net/publication/284112548_Starbucks_Marketing_Analysis
13	Project Presentation	T / P	Advertising & IMC : Principles & Practice, Part 4
14	Project Presentation Summary and wrap up	T / P	The Advertising Concept Book, page 293-298

Required Course Material(s) / Reading(s)/ Text Book(s)	<p>Moriarty, S., Mitchell, N. & Wells, W. (2012). <i>Advertising & IMC : principles & practice</i>. Upper Saddle River, N.J: Prentice Hall/Pearson.</p> <p>Griffin, W. & Morrison, D. (2010). <i>The creative process illustrated : how advertising's big ideas are born</i>. Cincinnati, Ohio: HOW Books.</p>
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Recommended Course Material(s)/ Reading(s) /Other	<p>D & AD09 : The Best Advertising and Design in the World. Taschen, Hong Kong & Los Angeles, 2010.</p> <p>Advertising Creative: Strategy, Copy, And Design, Tom Altstiel, Sage Publications, California, 2019.</p> <p>Creative Advertising : Ideas and Techniques from the World's Best Campaigns, Mario Pricken, Thames & Hudson, London, 2008.</p>
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	20
Quiz	-	-
Assignment	-	-
Project	1	30
Field Study	-	-
Presentation / Seminar	1	15
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	35
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	Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.				*	
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.		*			
3	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					*

4	Create an understanding of the impact and importance of visual culture in its diverse global forms.				*	
5	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).					*
6	Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.		*			
7	Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.				*	
8	Have an understanding of different eras of visual communication and its historical development.		*			
9	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.					*
10	Understand visual cultures within a variety of past societies and contemporary and future design trends.			*		
11	Develop the knowledge of below and above the line visual design in a commercial context.					*
12	Understand the terminology and methodology of critical visual analysis.			*		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		14	14
Quiz	-		-	-
Assignment	-		-	-
Project	1		20	20
Field Study	-		-	-
Presentation / Seminar	1			
Studio Practice	-		20	20
Final Examination/ Final Project/ Dissertation	1		15	15
Other	-		-	-
TOTAL WORKLOAD				125
TOTAL WORKLOAD / 25				5
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	İbrahim Dalkılıç
UPDATED	28.08.2019
APPROVED	