**Liverpool** John Moores University

Title:                          CREATIVE ADVERTISING
Status:                         Definitive
Code:                           **4503DA**   (115365)
Version Start Date:             01-08-2011

Owning School/Faculty:          Liverpool School of Art & Design
Teaching School/Faculty:        Stockport College

| Team | emplid | Leader |
|------|--------|--------|
| Jon Moorhouse | | Y |

| **Academic Level:** | FHEQ4 | **Credit Value:** | 24.00 | **Total Delivered Hours:** | 120.00 |
|---|---|---|---|---|---|
| **Total Learning Hours:** | 240 | **Private Study:** | 120 | | |

**Delivery Options**
Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 6.000 |
| Practical | 72.000 |
| Tutorial | 6.000 |
| Workshop | 36.000 |

**Grading Basis:** 40 %

**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|------------------|-------------|---------------|---------------|
| Report | AS2 | Context file inc. report | 25.0 | |
| Report | AS1 | Practical projects | 75.0 | |

**Aims**

*1. To understand the historical contexts and developments within the creative advertising industry.*
*2. To understand the professional contexts and issues within the creative advertising industry.*
*3.To develop the conceptual skills for generating Advertising ideas for communication problems.*

*4. To develop the technical and software skills for visualising advertising ideas.*
*5. To understand and apply advertising methods and creative strategies for the development of effective advertising.*

## Learning Outcomes

After completing the module the student should be able to:

| | |
|---|---|
| 1 | Demonstrate an understanding of the historical and professional contexts within which the production of advertising takes place. |
| 2 | Generate and render a 'range' of appropriate ideas for concepts, straplines, headlines and pictures using quick and efficient visualising techniques and relevant software tools respectively. |
| 3 | Apply the appropriate production and software skills for the visualisation of ideas and development of final advertising visuals suitable for presentation. |
| 4 | Apply creative thinking and design principles to develop and design an effective advertising concept that promotes a product, service or idea. |
| 5 | Present development and final work in a portfolio effectively |

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | | |
|---|---|---|---|---|
| Context File inc report | 1 | | | |
| Practical Projects | 2 | 3 | 4 | 5 |

## Outline Syllabus

*In this module we begin by asking 'what is advertising?'.*
*In a lecture series we take both a historical and also professional view. The lectures introduce: key practitioners and famous campaigns and consider the developments in the field - particularly the creative era of the 60's (the shift from promoting unique selling points – USP - to brand ideas) and the more recent 'guerilla' approaches; the roles and departments in agencies including research, account planning and management, media planning, creative, traffic and production; the roles of people in agencies: eg researcher, account executive, group head, media planner, media buyer, creative director, art director, copywriter; Advertising standards and ethical practice in advertising.*

*Within seminars we then discuss a range of historical and contemporary advertising campaigns including current ads learners are interested in, to identify the product or service, what the offer is or what is being sold, who it is aimed at, the creative strategy i.e. the concept or idea, the art direction and where applicable copywriting, and the choice of media and positioning. Through visually analysis of advertisements we also develop a good understanding of the creative strategies used by professionals (eg information, persuasion, comparison, humour, shock, disruption, surrealism, emotive, testimonial, demonstration).*

*A series of practical workshops explore two key skills: Creative thinking skills and visualizing skills and these are explored and practiced in simple and clearly defined advertising project work.*
*Working individually and in teams to generate ideas we try mixing images on matrix to generate symbols/images; lateral thinking; use of metaphors; Exaggeration.*
*In the following practical skills workshops we demonstrate and practice quick imaging and visualizing techniques or 'put down' skills such as drawing 'black and whites' single line roughs, visualising with accurate typographic and imagery, cut 'n' paste collage and the use of imaging software such as photoshop.*

*The module culminates with work on a final advertising brief. The emphasis is on the development of well thought out ideas and the ability to communicate those ideas through the visuals and a presentation.*

## Learning Activities

A series of lectures and research tasks to support the production of a research report exploring the historical, (technological, social, economic and cultural developments) and professional context of current advertising practice.

Workshop exercises exploring idea techniques.

Skills workshops exploring and applying visualising techniques;

Application of creative thinking skills to develop copy or image based advertising ideas for advertising briefs that describe an intended message, media and audience.

Individual and group tutorials for critique and review of ideas.

## References

| Course Material | Book |
|---|---|
| Author | Arden, P. |
| Publishing Year | 2003 |
| Title | It's not How Good You Are it's How Good You Want to be |
| Subtitle | |
| Edition | |
| Publisher | London: Phaidon Press |
| ISBN | |

| Course Material | Book |
|---|---|
| Author | Barry, P. |
| Publishing Year | 2008 |
| Title | Advertising Concept Book |

| Subtitle | Think Now, Design Later |
| --- | --- |
| Edition | |
| Publisher | London: Thames and Hudson |
| ISBN | |

| Course Material | Book |
| --- | --- |
| Author | Berger, W. |
| Publishing Year | 2003 |
| Title | Advertising Today |
| Subtitle | |
| Edition | |
| Publisher | London: Phaidon |
| ISBN | |

| Course Material | Book |
| --- | --- |
| Author | Oei, L. & De Kegel, C. |
| Publishing Year | 2002 |
| Title | The Elements of Design |
| Subtitle | |
| Edition | |
| Publisher | London: Thames and Hudson |
| ISBN | |

| Course Material | Book |
| --- | --- |
| Author | Pricken, M. |
| Publishing Year | 2008 |
| Title | Creative Advertising |
| Subtitle | Ideas and Techniques from the World's Best Campaigns |
| Edition | |
| Publisher | London: Thames and Hudson |
| ISBN | |

| Course Material | Book |
| --- | --- |
| Author | Sullivan, L. |
| Publishing Year | 2008 |
| Title | Hey, Whipple, Squeeze This |
| Subtitle | A Guide to Creating Great Advertising |
| Edition | |
| Publisher | London: John Wiley & Sons |
| ISBN | |

| Course Material | Book |
| --- | --- |
| Author | Twitchell, J B. |
| Publishing Year | 2002 |
| Title | Twenty Ads That Shook the World |
| Subtitle | |
| Edition | |

| Publisher | New York: Random House USA |
|-----------|----------------------------|
| **ISBN** |  |

**Notes**

Creative Advertising level 4 is one of the four key modules at level 4 sharing a common framework for learning aims and outcomes that naturally promote a design process and are adapted within the context of each specialist industry activity. Emphasis within this module will be upon conceptual thinking skills and particularly the value of alternative thinking by creating awareness of 'norms'.
Whilst the module can be studied independent of the other 3 level 4 modules, it is recommended that learners have previously studied Logo and Brand Design for prior knowledge of visual language in images which can inform and enhance study in the area of advertising.
The conceptual thinking skills and principles learned within the module will have relevance to all future study within the course encouraging individual approaches to problem solving.