

Liverpool John Moores University

Title: ADVANCED CREATIVE ADVERTISING
Status: Definitive
Code: **5503DA** (115371)
Version Start Date: 01-08-2011

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

Team	Leader
Jon Moorhouse	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 120.00
Total Learning Hours: 240
Private Study: 120

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	3.000
Practical	90.000
Seminar	3.000
Tutorial	6.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Context file inc. report	20.0	
Report	AS2	Practical projects	80.0	

Aims

1. To develop critical thinking and decision making skills.
2. To generate and test ideas in relation to a professional client advertising campaign brief.
3. To develop advanced skills in ideas generation and creative thinking.
4. To develop skills in copywriting or art direction.

5. To produce effective advertising work for a client brief with specific and complex requirements.
6. To present and justify advertising work effectively and professionally.

Learning Outcomes

After completing the module the student should be able to:

- 1 Make informed critical comments and accurate judgements about a range of advertising work.
- 2 Generate a range of ideas for advertising campaign projects that are appropriate to the client brief and their intended audience.
- 3 Apply advanced knowledge and skills for the production of copy or visual design/art direction.
- 4 Apply appropriate creative strategies and visual design principles to create effective advertising campaigns appropriate to complex client briefs.
- 5 Professionally visually and verbally present and explain their advertising ideas.

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 the previous level 4 Advertising module learners have developed: a knowledge of historical and contemporary practitioners and of professional practices; a knowledge of advertising strategies and skill in the use of ideas techniques; a knowledge of and skills with put down techniques and software tools to visual ideas. They have then produced advertising work that creative thinking and formal design skills.

In this level 5 module learners extend their knowledge, understanding and skills by developing their own critical and by working on client briefs that have more complex aims and requirements including the need to create a 'campaign' and the need to engage specific audiences.

In the first part of the module short lectures introduce case studies of a range of historical and contemporary advertising campaigns. This is primarily to develop the learners understanding of how advertising creatives use a variety of conceptual strategies and visual / word techniques to engage audiences and communicate messages or ideas. Theories relating to semiotics and visual languages will be outlined and explained as a relevant method for visual analysis. The lectures will also develop the learners knowledge and understanding of other critical perspectives, for example relevant social or environmental issues, debates or legislature.

Consideration is placed upon identifying creative strategies such as shock, sex, fear, the role 2-D design plays to engage and direct the viewer/reader and the use of symbolism through imagery and design to communicate ideas.

Learners are required to discuss examples in seminars providing a basis for learners to exchange ideas about different designs prior to their writing of a critical report/case studies that discusses other practitioners work and their own.

Workshops provide a basis for learners to develop ideas/concepts and also for craft skills to execute idea's.. Learners will also learn to refine either their writing or art direction skills and opportunities will exist for learners to form creative teams. Skills workshops re-introduce the use of drawing and/or layout software for visualizing ideas.

Learners are required to develop and adapt ideas to meet the requirements of the client brief and to try out various ideas to see if they can create a series of advertisements or an advertisement idea that can be delivered through different media.

The knowledge and understanding developed in the practical and critical activities are the applied in the production of advertising campaign work for industry briefs such as those set by D&AD, YCN and The Roses.

Ideas development work and final work is discussed by learners and tutors at a range of interim and final presentations as a means to develop and reflect upon the project and learning experience.

Learning Activities

A series of lectures and follow up seminars to support critical study and visual analysis of advertising campaigns.

Skills workshops: to develop advertising ideas; for copywriting and art direction; presentation skills.

Practical project work for the application of knowledge and skills to a complex to advertising campaign brief that describes a typical industrial scenario with clearly identified parameters including the intended audience, media and message.

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	
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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	Himpe, T. & Collin, W.
Publishing Year	2008
Title	Advertising is Dead
Subtitle	Long Live Advertising
Edition	
Publisher	London: Thames & Hudson
ISBN	

Course Material	Book
Author	Neidle, A.
Publishing Year	2000
Title	How to Get into Advertising
Subtitle	
Edition	
Publisher	London: Thomson Learning
ISBN	

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

Course Material	Book
Author	Stoklossa, U.
Publishing Year	2007
Title	Advertising
Subtitle	New Techniques for Visual Seduction
Edition	
Publisher	London: Thames & 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	

Notes

Advanced Creative Advertising is one of the four specialist option modules at level 5 sharing a common framework for learning aims and outcomes that naturally promote a design process and that are adapted within the context of each specialist industry activity.

Level 5 specialist modules emphasise critical thinking, developing advanced skills, project work on complex client briefs and professional method of presentation.

A primary emphasis within this module will be upon developing craft skills in copywriting and/or art direction and the development of advertising campaigns including where appropriate the use of alternative approaches and strategies. The skills and principles learned within the module will have relevance and can be seen to overlap with the some skills and principles learned within the other 3 modules. However a clear link can be seen with Brand Identity, in particular the emphasis on ideas and concepts, and this is a suggested combination.