

Global Learning Semesters

Course Syllabus

Course: DES-265 Advertising Design

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-265	Advertising Design	3
Semester Offered	Contact Hours	Prerequisites
Spring	42	DES-180
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

- Brief history of advertising design, What is advertising
- Constituents of a typical press campaign
- Advocacy in terms of persuasion, The advertising agency
- Advertising layout; image & text
- Philosophies of good advertising, Design disciplines for producing sound advertising strategies and editions
- The advertising message; creative, advertising strategies and editions
- Image, text and typographic direction
- Client presentation

Instructor

Evrripides Zantides

Course Aims and Objectives

Introduction to advertising and emphasis on the major constituents of press campaigns. To give students the opportunity to apply a range of capability towards the exploration and development of advertising and design concepts for brands, charities organizations etc. Understanding of the fundamental ideas behind advertising design and its audiences. Development of skills in using research and judgment to generate original and creative solutions to the brief.

Teaching Methods

The course is delivered through a mixture of lectures, studio presentations, studio tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours. The course is delivered during the spring semester in 14-weeks (3 hours/week).

Evaluation and Grading

Homework:	20%
Mid-Term:	30%
Final Exam:	50%

Readings and Resources

Required Textbook

There is no required textbook for this course.

Recommended Reading

Cardamone T. Advertising Agency and Studio Skills

Fogle J. and Forsell M. Visual Concepts for Advertising,

Dobrow L. When Advertising tried harder, USA, Friendly Press Inc.