

Global Learning Semesters

Course Syllabus

Course: DES-265A Advertising Design

Department: Design

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
DES-265A	Advertising Design	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	DES-180
Department	Level of Course	Language of Instruction
Design	Lower Division	English

Course Description

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.

Prerequisites

DES-180

Topic Areas

1. Brief history of advertising design.
2. What is advertising.
3. Constituents of a typical press campaign.
4. Advocacy in terms of persuasion.
5. The advertising agency.
6. Advertising layout; image and text.
7. Philosophies of good advertising.
8. Design disciplines for producing sound advertising strategies and editions.
9. The advertising message; creative, advertising strategies and editions.
10. Image, text and typographic direction.
11. Client presentation.
12. Visit to professional companies.

Readings and Resources

Required Textbook

- 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.