



### **Course Description**

#### **GRA2546C | Advertising Design | 4.00 credits**

The student will design and create effective advertising campaign concepts for print, outdoor, and digital media in this intermediate-level course. Studio projects will emphasize originality, brainstorming, ad layouts, creative copywriting, and persuasion, culminating in portfolio-ready projects. Prerequisites: GRA1113C, GRA2151C.

### **Course Competencies:**

**Competency 1:** The student will explain the basics of advertising by:

1. Identifying members who have contributed to the history of the advertising industry
2. Analyzing industry leaders and their approaches to creating compelling advertisements
3. Creating the main elements of various advertisement layouts and designs
4. Exhibiting the ability to work within a team-like environment to meet deadlines effectively

**Competency 2:** The student will apply universal advertising strategies by:

1. Writing a creative brief
2. Classifying various kinds of ads and examining the appropriateness of each to specific situations
3. Applying multiple brainstorming and idea-generation techniques for a series of platforms and products

**Competency 3:** The student will write compelling advertising copy by:

1. Applying the basic writing conventions
2. Expressing motivation, inspiration, analogies, metaphors, and facts in advertisements to trigger emotional responses
3. Writing successful headlines and taglines

**Competency 4:** The student will create an effective advertising campaign by:

1. Displaying a seamless integration of text and visuals
2. Identifying a target audience and positioning advertising strategies that actively appeal to them
3. Solving existing marketing problems of a brand or product line

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities