ACCF GDAD 590 ART DIRECTION

Program	Three-year course in Graphic design
Course Title	Art Direction
Credits	3
Professor	Giulio Bogani

Course Description	The course provides an overview of communication analysis and production for the fashion business, covering the strategic and executive aspects of advertising. During the course, students will analyze the communication of a brand and then they will try to replicate it choosing one of two possible options: 1) develop the identity of their own brand or 2) redesign the identity of a given brand. In either case, their work shall touch on both aspects: communication strategy and advertising execution.
Learning Outcomes and Objectives	At the end of the course the student will have learned: ● Marketing ● Art Direction ● Copywriting ● Storytelling At the end of the course the student will be able to: ● Design their own brand identity ● Analyze a market ● Manage the art direction for a brand ● Design an advertising campaign ● Use storytelling tools for brand promotion
Student Assessment	The student's performance will be graded in thirds: ● 1/3 market analysis ● 1/3 creative strategy ● 1/3 consistency
Minimum Essential Equipment	Notebook, tablet or other portable device, that is equipped with the following software: Adobe suite + Office suite

| Bibliography, Webography, Filmography | ● J. Jones, J. Slater, *What's in a Name? Advertising and the Concept of Brands*, Sharpe, 2003
● G. Felton, Advertising, *Concept and Copy*, W W Norton & Co, 2013.
● L. Batterfield (edt.), *Excellence in Advertising*, IPA, 1999.
● J. Gaimster, *Visual Research Methods in Fashion*, Bloomsbury, 2011
● B. Drewnian, A. Jewler, *Cretive Strategy in Advertising*, Thomson, 2008
● P. Berry, *The Advertising Concept Book*, Thames & Hudson, 2016
● T. Iezzi, *The Idea Writers, Copywriting in a New Media and Marketing Era,* Palgrave, 2010 |