

### ACCF GDAD 490 ADVERTISING DESIGN

<b>Program</b>	BA in Graphic Design
<b>Course Title</b>	Advertising Design
<b>Credits</b>	3
<b>Professor</b>	Walter Conti
<b>Course Description</b>	<p>This course aims to increase and improve students' skills in and knowledge of the analysis and construction of graphics for advertising.</p> <p>Course content includes the characteristics of communication projects, tools and methods used and the variety of narrative forms of advertising.</p> <p>Students will put theory into practice by designing commercial, public and social advertising messages derived from independent research and targeted strategic choices.</p>
<b>Learning Outcomes and Objectives</b>	<p>At the end of the course the student will be able to:</p> <ul style="list-style-type: none"> <li>● Demonstrate an understanding of advertising requests and suggest solutions.</li> <li>● Conduct research on project themes (historical, cultural, sociological, etc.).</li> <li>● Propose alternative communication developed through lay-out.</li> <li>● Correctly set up all the necessary elements for an advertisement for a chosen type of media.</li> <li>● Develop a final project solution through a succession of sketches and layouts.</li> <li>● Present the final version of the assigned project (posters, magazine ad, or other).</li> <li>● Make a detailed full-text document with sketches, images, photos and texts that demonstrates the development of the assigned advertisement projects.</li> </ul>
<b>Student Assessment</b>	<p>The student's performance will be graded in thirtieths:</p> <ul style="list-style-type: none"> <li>● 5/30 accuracy of the research and interest in the subject</li> <li>● 10/30 evaluation of midterm assessment</li> <li>● 15/30 quality and completeness of the projects and of the final Process Book</li> </ul> <p>Assessed Soft skills:</p> <ul style="list-style-type: none"> <li>● Oral presentation skills</li> <li>● Demonstrated increased knowledge of culture of graphic design</li> </ul>

<b>Assignments</b>	<p><b>Midterm:</b> Creation of a commercial advertising project for a page in a periodical (magazine), final print ad and mock-up of double or single page of the magazine.</p> <p><b>Final:</b> Presentation of all course projects and of a Process Book of images, drawings and texts that explain the design process for significant advertising project steps.</p>
<b>Minimum Essential Equipment</b>	<p>Basic stationery (pencil, eraser, pencil sharpener, colored pencils, ruler and squares, glue and scissors)</p> <p>Notebook, tablet or other portable device, that is equipped with the following software: Adobe: Photoshop, Illustrator, Indesign.</p>
<b>Bibliography, Webography, Filmography</b>	<p>Suggested bibliography:</p> <ol style="list-style-type: none"> <li>1. "La parola immaginata", A. Testa, Tascabili il Saggiatore, Milano 2014 ISBN 978-8842820291</li> <li>2. "Figure". Riccardo Falcinelli, Einaudi 2020, ISBN 978-8806243883</li> <li>3. "Whatever you think, think the opposite", 2006, Portfolio, Paul Arden, isbn 978-1591841210</li> <li>4. "Steal like an artist": Workman pub. - 2012, Autin Kleon, isbn 978-0761169253</li> <li>5. "Advertising Now. Print." Julius Wiedemann, Tashen, 2006, ISBN 978-382284027</li> <li>6. <a href="https://www.luerzersarchive.com/">https://www.luerzersarchive.com/</a></li> </ol>

**Weekly program** (the program may change according to the progression of the year, festivities or external projects):

<b>Week 1</b>	Introduction to the course and syllabus. Advertising: What Is It ? Reflections on its role and purpose in global society, segmenting user groups. Exercise profile of a single sociological group.
<b>Week 2</b>	Narrative strategies, stereotypes, the difference between propaganda and advertising. First project presentation. Research, promotion of a product. Exercise, research on existing industry advertisements.
<b>Week 3</b>	First research project, promoting a new product brand. First revision research on promoting a territory.
<b>Week 4</b>	Review of first research project, promoting a new product brand.
<b>Week 5</b>	Review of the first graphic design project, promoting a new product.
<b>Week 6</b>	Ethics and advertising, analysis of possible solutions. Improper use of images in advertising graphics. Final review first advertising project (commercial promotion).

<b>Week 7</b>	Midterm exam. Color Lay-out on Black carton Plume, mounted on a single or double page of A4, advertising on periodical press.
<b>Week 8</b>	Introduction of second public advertisement of information or social service.
<b>Week 9</b>	Differentiation of advertising in various media, prints, billboards, point of sale, etc. Visualizations, presentations, offers and promotions. First review of social advertising research.
<b>Week 10</b>	Review first sketches of graphic ideas on social advertising.
<b>Week 11</b>	Differentiation of the communication project on media. (page advertising, catalogue, folder information, posters, etc.) Revision of graphics for public or social advertising.
<b>Week 12</b>	Final drafting of the social advertising project.
<b>Week 13</b>	Proposed solutions, review of second graphic design project.
<b>Week 14</b>	Final review and evaluation of all projects of the semester, documentation of design processes.