



Course Code DES-266	Course Title Graphic Design for Social & Commercial Advertising	ECTS Credits 6
Department Design and Multimedia	Semester Spring	Prerequisites DES-166 & DES-226
Type of Course Major	Field Graphic Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer Klimis Mastoridis
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the course:

The main objectives of the course are to:

- Define the role of graphic communication in advertising.
- Introduce students to the ways in which commercial and social advertising is implemented, analyzed and understood within the context of contemporary culture.
- Encourage students to explore advertising and the role played by graphic communication within the context of social, political and ethical issues.
- Enable students to increase and develop their awareness of a variety of thinking methods towards the making of advertising (brand/commercial and social related).
- Make students aware of the range of tools available for the exploration, understanding and development of advertising design solutions.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Design creative and persuasive advertising products that meet the needs of clients.
2. Demonstrate the effectiveness of the use of typography, illustration and photography in the context of commercial and social advertising.
3. Determine the ways in which commercial and social advertising is formed, analyzed and understood in the context of visual culture.
4. Plan visual messages incorporating advertising strategies and techniques for commercial and social persuasion purposes.
5. Apply theoretical and visual research for solving commercial advertising briefs within specific deadlines.
6. Use effectively relevant software, hardware and services to research and prepare design solutions.
7. Produce a visual portfolio that relates to advertising design with appropriate design layouts.

Course contents:

1. What is an advertisement, historical background of advertising and its role in society.
2. The basic tools: What do you want to say in an advertisement? Who are you talking to? How do you want to say it? Target groups and types of messages.
3. Advertising ways of thinking: Without words, Mixing and matching, Compare and contrast, Repetition and accumulation, Exaggeration.
4. Finding ideas that communicate: Turn it right around, Omission and suggestion, Paradoxes and optical illusions, Provocation and shock tactics, Playing with time, A change of perspective, Spoofs and parodies, Symbols and signs.

5. Finding ideas that communicate: Come and play, Telling stories, Absurd-surreal-bizarre, Take it literally, Take a look inside, Show the effects, Change the product, Alternative uses.
6. Finding ideas that communicate: Double meanings, Play with words, In the beginning was the word, Reframing, Metaphor and analogy, Break out of the frame.
7. Using wit and humour: Structuring jokes, A practical guide to joke-making, Developing punchlines, Adapting and using existing punchlines.
8. Using wit and humour: Making the most of black humour, Unexpected humour and situation comedy, Blue humour-sex in advertising.
9. Classic creative techniques: The morphological matrix, Osborn's checklist, Visual synectics.
10. Semiotics in advertising.
11. The importance and monitoring of typography in advertising design.
12. The advertising agency and how it works/visit to studios.

Learning Activities and Teaching Methods:

Lectures, demonstrations, projection of visual materials, practical exercises, assignments, individual instruction, group discussions.

Assessment methods:

Major Projects, Weekly assignments, Library work, Essays, Class presentations, Exams

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Landa, R.	Advertising by Design: Creating Visual Communications with Graphic Impact	John Wiley & Sons	2010	978-0470362686

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Pricken, M.	Creative Advertising: Ideas and Techniques from the World's Best Campaigns	Thames & Hudson	rev. Ed., 2008	978-0500287330
Barry, P.	The Advertising Concept Book-Think Now, Design Later	Thames & Hudson	2009	978-0500514054
Sean Hall	This Means This, This Means That: A User's Guide To Semiotics	Laurence King Publishing	2007	978-1856695213
Nancy Skolos & Tom Wedell	Type, Image, Message: Merging Pictures and Ideas-A Graphic Design Layout Workshop	Rockport Publishers	2006	978-1592531899
Jonathan, Bignell	Media Semiotics	Manchester University Press	2002	978-0719062056
Noble, I. Russell, B.	Visual Research: an introduction to research methodologies in graphic design	AVA Publishing SA	2005	978-2940373208