



Course Syllabus

Course Code	Course Title	ECTS Credits
DES-346	Graphic Design for Social and Commercial Advertising	6
Prerequisites	Department	Semester
DES-226, DES-236	Design and Multimedia	Spring
Type of Course	Field	Language of Instruction
Required	Graphic Communication	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Yiannis Hadjipanayis	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

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. Identify the ways in which commercial and social advertising is formed, analyzed and understood in the context of visual culture.
4. Develop 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 Content:

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 material – case studies, practical exercises, assignments, individual instruction, group discussions, visit to advertising agencies.

Assessment Methods:

Major Projects, Class presentations, Class participation, Portfolio, Exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Art Direction. Basic Advertising	Mahon Nik	AVA Publishing SA	2010	978-2-940411-21-4
Advertising by Design: Creating Visual Communications with Graphic Impact	Landa, R.	John Wiley & Sons	2010	978-0470362686

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Creative Advertising: Ideas and Techniques from the World's Best Campaigns	Pricken, M.	Thames & Hudson	rev. Ed., 2008	978-0500287330
The Advertising Concept Book-Think Now, Design Later	Barry, P.	Thames & Hudson	2009	978-0500514054
This Means This, This Means That: A User's Guide To Semiotics	Sean Hall	Laurence King Publishing	2007	978-1856695213
Type, Image, Message: Merging Pictures and Ideas-A Graphic Design Layout Workshop	Nancy Skolos& Tom Wedell	Rockport Publishers	2006	978-1592531899
Media Semiotics	Jonathan, Bignell	Manchester University Press	2002	978-0719062056
Visual Research: an introduction to research methodologies in graphic design	Noble, I. Russell, B.	AVA Publishing SA	2005	978-2940373208
Studying the Media (2 nd edition)	O'Sullivan, T. Dutton, B. Rayner, P.	Arnold Publishers	1998 <i>(reprint)</i>	0 340 67685 X

			<i>ed 2001)</i>	
Advertising: Types of Methods, Perceptions and Impact on Consumer Behavior (ebook)	Barreau, Lucas	Hauppauge, New York: Nova Science Publishers, Inc.	2014	978-1-62948-613-0 (ebook) EBSCOhost
Advertising As Culture (ebook)	Wharton, Chris	Bristol, UK: Intellect.	2013	978-1-84150-614-2 (ebook) EBSCO host.
Lecturer's notes	Yiannis Hadjipanayis			