ECTS Syllabus

Course title	Design for Social and Commercial Advertising				
Course code	GDES-346				
Course type	Compulsory				
Level	1st Cycle				
Year / Semester	3rd				
Teacher's name	Yiannis Hadjipanayis				
ECTS	6	Lectures / week	1/week	Laboratories / week	
Course purpose and objectives	The main objectives of the course are to: • Define the role of graphic communication in advertising. • Explain the ways in which commercial and social advertising is implemented, analyzed and understood within the context of contemporary culture. • Discuss advertising and the role played by graphic communication within the context of social, political and ethical issues. • Develop an awareness of a variety of thinking methods towards the design of advertising (brand/commercial and social related). • Demonstrate the range of digital tools available for the exploration, understanding and development of digital advertising design solutions.				
Learning outcomes	On completing 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 digital design solutions. 1. Produce a visual portfolio that relates to advertising design with appropriate design layouts.				

Prerequisites	GDES-206	Required	
Course content	What is an advertisement; historical background of advertising and its role in society; Target groups and types of messages; Advertising ways of thinking (without words, mixing and matching, compare and contrast, repetition and accumulation, exaggeration); Finding ideas that communicate: symbols and signs, telling stories, change the product, double meanings, etc; Using wit and humour; Classic creative techniques; Semiotics in advertising; The importance and monitoring of typography in advertising design; The advertising agency and how it works; Visit to studios.		
Teaching methodology	Lectures, demonstrations, practical projects and exercises, assignments, tutorials and group discussions, visit to advertising agency.		
Bibliography	Landa, R., 2021, *Advertising by Design*, 4th ed., John Wiley & Sons, 9781119691495 Mahon, N., 2010, *Art Direction, Basic Advertising*, AVA Publishing SA, 978-2940411214 // Recommended Textbooks / Readings: Landa, R., 2022, *Strategic Creativity: A Business Field Guide to Advertising, Branding, and Design*, Routledge, 978-1032137797 Crow, D., 2022, *Visible Signs: An Introduction to Semiotics in the Visual Arts*, Bloomsbury Visual Arts, 978-1350164932 Noble, I., McNeil, P., 2022, *Visual Research: an introduction to research methodologies in graphic design*, 4th ed., Bloomsbury Publishing, 9782940411603 Sutherland, M., 2020, *Advertising and the Mind of the Consumer. What works, what doesn't and why*, Routledge, 9781003114833 (*ebook*) Essex, A., 2017, *The End of Advertising: Why It Had to Die, and the Creative Resurrection to Come*, Random House, 978-0399588518 Sullivan, L., Boches, E., 2016, *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*, 5th ed. Wiley, 978-1119164005 Barreau, L., 2014, *Advertising: Types of Methods, Perceptions and Impact on Consumer Behavior*, Nova Science Publishers, Inc., 978-1-62948-613-0 (*ebook*) EBSCOhost Wharton, C., 2013, *Advertising As Culture*, Bristol, UK / Intellect., 978-1-84150-614-2 (*ebook*) EBSCOhost Barry, P., 2012, *The Advertising Concept Book-Think Now, Design Later*, Thames & Hudson, 978-0500290316 Dru, J-M. *Jet Lag,* 2012, *An Adman's View of the World*, Power House Books, 9781576876176 Hall, S., 2012, *This Means This, This Means That: A User's Guide to Semiotics*, Laurence King Publishing, 978-1856697354 Pricken, M., 2008, *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*, rev. ed.,Thames & Hudson, 978-0500287330		

	Skolos, N., Wedell T., 2006, *Type, Image, Message: Merging Pictures and Ideas - A Graphic Design Layout Workshop*, Rockport Publishers, 978-1592531899
	Bignell, J., 2002, *Media Semiotics*, Manchester University Press, 978-0719062056
	T. Dutton, B. & Rayner, P., 1998, *Studying the Media*, 2nd ed., O'Sullivan, Arnold Publishers, 034067685 X
Assessment	Projects, class presentations, class participation and attendance, portfolio assessment
Language	English