Course Description
The Advertising Design course is structured around familiarizing students with the conception, creation and execution of advertising ideas. The course will teach creativity in general and logical creativity in particular.

Course Objectives
- To provide students with essential knowledge on advertising research, problem solving, creative strategy, writing the proposal and presenting it
- Generate better interpersonal and communication skills
- To introduce students to genuine clients and encourage them to interact with actual briefs
- To introduce the students to a broad range of media, techniques and technology to launch a campaign
- To build an advertising portfolio for Review

Intended Learning Outcomes
- Acquire a sharper eye and a keener observation
- Learn to work from strategy to execution and from execution to strategy (in order to decode what the competition is aiming at)
- Develop better communication skills
- Be equipped with relevant knowledge to join the industry
- Learn professional ethics and behavior
- Develop professionalism and expertise to be successful in the advertising world

Learning and Teaching Activities
With a mix of classroom lectures, field trips, class debates and studio classes, the students would make a guided journey from the idea to the Ad.

Course Assessment Methods
- 75% attendance is compulsory. Attendance means both physical and mental. Students who choose to read unrelated material or discuss unrelated matters in class will be marked absent
- Students are expected to actively participate in class discussions
- Assignments must be submitted on designated dates, if there is a genuine reason the instructor must be informed in advance.
• Students would do one mid-term and one final assignment which would be graded as per the IVS grading policies.

**Resource / Reading List**
• The Advertising Concept Book
• Art and Advertising
• Disruption
• Guerilla Creativity
• Thinker Toys

**Assignment Briefs**
All assignment briefs are identifiable by the topics mentioned in the weekly course plan below.

### WEEKLY COURSE PLAN

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- Introduction to Advertising
- Structure and Process of Advertising
- From Brief to Execution (Lecture in Case Studies)
- From Brief to Execution (Project)
- Types of Advertising (Functional vs. Emotional)
- Types of Advertising (Corporate and Product Campaigns: Case Studies)
- Movie/ Documentary on Advertising
- Techniques for Being Creative (SCAMMPER Techniques)
- Project on using Creativity Techniques taught in class
- Creative Positioning (Owning a position that lives in the minds of your consumer)
- Disruption (Technique)
- 20 Ads That Changed The World (Case Studies)