

YEAR 3 SEMESTER 6

Paper XI

Writing for Advertisement and Advertisement Production

OBJECTIVES

- To enable students to understand the grand scope of advertising in traditional and non-traditional forms.
- Students will be able to identify, break down and discuss the socio-political and cultural impact of advertising.
- Students will be guided to understand structure of an Ad company/agency
- They will be taught to write copy materials for various ad, client and creative briefs.

LEARNING OUTCOMES

- Students will learn how to apply basic advertising theories and principals in practice.
- They will be taught to compose a written ad material in a logical and concise format, understand its purpose and other crucial elements of advertising
- Blend broader knowledge of humanities with the principals of advertising in order to create effective ad campaigns.

UNIT 1

Introduction to Advertising

- Definition; • Scope; • Advertising agency structure; • Client servicing

UNIT 2

Creative Brief

- Meaning; • Utility, designing a creative brief; • Understanding branding and target audience; • Designing an ad campaign

UNIT 3

Copywriting

- Designing communication content
- Slogans, taglines and other related literature
- Understanding and writing for action and needs
- Types of ad appeal

UNIT 4

Visualisation

- Creating meaningful images
- Understanding images as text – understanding semiotics
- Constructing visual appeal

UNIT 5

Media Platforms

- Conventional media and digital media
- Understanding the platform, nature, opportunities and practice

UNIT 6

Advertising campaign strategies

- Campaign conceptualisation and planning; • Ad production – print ad &

- its key components; • Ad photography; • Developing script for radio and film ads

UNIT 7

Contemporary trends and innovations in advertising

- Analysing case studies

Practicals

Students will be divided in groups where they will propose an idea for a product, service or a public service announcement (PSA) and come up with an original campaign keeping in mind the requirements based on the creative brief. They will conduct the campaign during the semester and present a detailed report of the said campaign in front of an external examiner.

References

- *Advertising: Critical Approaches* – Chris Wharton, Routledge, 2014
- *Creative Advertising: Ideas and Techniques from the World's Best Campaigns* – Mario Pricken, Thames & Hudson Ltd 2002
- *Ogilvy on Advertising in the Digital Age* – Miles Young, Carlton Books, 2018
- *Excellence in Brand Advertising* – Jim Osterman, Visual Reference Pub Inc; Illustrated edition, 2007
- *Copy Paste: How Advertising Recycles Ideas* – Joe La pompe, Gestalten; Bilingual edition 2016
- *Nawabs, Nudes, Noodles: India through 50 years of Advertising* – Ambi Parameswaran, Pan Macmillan India, 2016