

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Voc VP.

Semester: VI

Advertisement Production

Course Code: 18BVV601

60 hours; 4 Credits

Objective

The paper seeks to provide a platform for students to understand the production process of advertisements, and in turn enhance their experience of using mass media production tools.

Learning Outcome

Students equip themselves in comprehending the advertising industry by being familiarised with the fundamentals of the art, style, intention and execution of various needs and approaches.

Unit 1: Introduction to Advertising [2 hours]

Definition; Scope; Advertising Agency Structure; Client Servicing

Unit 2: Creative Brief [8 hours]

Meaning; Utility; Designing a Creative Brief; Understanding Branding and Target Audience; Designing an Ad campaign

Unit 3: Copywriting [10 hours]

Designing communication content – taglines and other literature

Unit 4: Media Platforms [10hours]

Conventional media and Digital media – nature, opportunities and practice

Unit 5: Contemporary trends in advertising [10 hours] - case studies

Unit 6: Advertising Campaign Strategies [20 hours]

Campaign Conceptualisation & Planning; Ad Production: Print ad - key components; Ad photography; Developing Radio Advertisement script; Developing Ad Film script

Reference:

Wharton, Chris - Advertising: Critical Approaches

Pricken, Mario: Creative Advertising (Ideas and Techniques from the World Best Campaigns)

Ogilvy on Advertising

Osterman, Jim: Excellence in Brand Advertising

Smith, Paul: You can find inspiration in everything; and if you can't, look again

Jenkins, Frank: Advertising made simple

Arens, F, William: Contemporary Advertising

Fennis, Bob M: The Psychology of Advertising