



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA2005

Advertising: The Creative Dimensions

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Nicholas Richardson	nicholas.richardson@unsw.edu.au	By appointment	Webster Rm 231E	0293856355

Contact Information

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Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

Advertising is a creative, and at times, controversial communicative genre that plays a central role in consumer culture. This course will challenge you to consider not only the creative dimensions of advertising but also to consider a sustainable social role for advertising. You will be challenged to develop an understanding of the relationship between advertising and creativity and focus on how to develop innovative solutions to contemporary and social communication problems. The course will have a significant applied component: you will focus on developing the creative dimensions for an advertising campaign related to a contemporary social issue and engage imaginatively with agency briefs, examine how ideas are creatively expressed using words and images and develop advertising concepts, prepare a creative pitch, and explore the story-telling and copy-writing dimensions of advertising.

At the conclusion of this course the student will be able to

1. Effectively critique creative advertising in a range of commercial, consumer and social contexts
2. Understand the role of advertising in relation to society today
3. Demonstrate knowledge of and ability to apply creative practices to communication issues and problems
4. Identify a target audience and key insights through research
5. Manage the development of key insights through the creative process

Teaching Strategies

Rationale:

The course is designed to introduce students to strategic and creative approaches to advertising in rapidly changing media contexts. The course is also designed to link to the UNSW strategic priority of sustainability through an emphasis on advertising communication that supports social, cultural environmental sustainability.

Teaching Strategies:

Interactive, participatory and reflective teaching approaches will be prioritized along with conceptual frameworks and applied methods.

Assessment

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Clinic presentations	30%	Refer to Moodle	Refer to Moodle	Refer to Moodle
Creative strategy and pitch	30%	Refer to Moodle	Refer to Moodle	Refer to Moodle
Written paper	40%	Refer to Moodle	Refer to Moodle	Refer to Moodle

Assessment Details

Assessment 1: Clinic presentations

Details: Students will complete four short presentations on weekly topics. The teams of 4-5 (assigned each week) will have time in class to prepare a presentation from lecture and reading material with instructor guidance. An individual mark (out of 30) will be the sum of the top three marks achieved throughout the four presentation weeks. Students will receive oral feedback each week and indicative marks for each assignment weekly through the Learning Management System.

Learning outcomes:

- Effectively critique creative advertising in a range of commercial, consumer and social contexts
- Understand the role of advertising in relation to society today
- Demonstrate knowledge of and ability to apply creative practices to communication issues and problems

Assessment 2: Creative strategy and pitch

Details: Group assessment of 4-5 students. Ongoing tutorial participation, 1500 word pitch document and 15 minutes presentation. This is the final assessment task. Students will receive ongoing feedback on their project as it develops. Students will receive a numerical grade and written feedback.

Learning outcomes:

- Effectively critique creative advertising in a range of commercial, consumer and social contexts
- Demonstrate knowledge of and ability to apply creative practices to communication issues and problems
- Identify a target audience and key insights through research
- Manage the development of key insights through the creative process

Assessment 3: Written paper

Details: 2,000 words. This is an individual assignment. Students will prepare and write a critical analysis of an advertising case study. Students will receive written feedback.

Learning outcomes:

- Effectively critique creative advertising in a range of commercial, consumer and social contexts
- Understand the role of advertising in relation to society today
- Demonstrate knowledge of and ability to apply creative practices to communication issues and problems

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Lecture	Advertising mythologies (attendance required)
Week 2: 1 - 5 August	Tutorial	Introductions - your favourite advertisements
	Lecture	Reading the signs (attendance required)
Week 3: 8 - 12 August	Tutorial	Clinic Task rehearsal - reading the signs
	Lecture	Rhetoric puzzle and persuasion (online)
Week 4: 15 - 19 August	Tutorial	Clinic task 1 - rhetoric in advertising
	Lecture	The power of advertising (online)
Week 5: 22 - 26 August	Tutorial	Clinic task 2 - The power of advertising
	Lecture	Advertising: art and system (online)
Week 6: 29 August - 2 September	Tutorial	Clinic task 3 - Art and system
	Lecture	Insightful branding (online)
Week 7: 5 - 9 September	Tutorial	Clinic task 4 - Brand and insight
	Lecture	The client's perspective (attendance required)
Week 8: 12 - 16 September	Tutorial	The client, the project, the brief
	Lecture	Research; developing insights (attendance required)
Week 9: 19 - 23 September	Tutorial	Research approaches and analysis
	Lecture	Formulating a strategy (attendance required)
Week 10: 4 - 7 October	Tutorial	Project clinic
	Lecture	Creativity, concept and campaign (attendance required)
Week 11: 10 - 14 October	Tutorial	Project presentations round 1
	Lecture	Reaching your audience through media (attendance required)
Week 12: 17 - 21 October	Tutorial	Project presentations round 2
	Lecture	Conclusion and summary (attendance required)

Resources

Prescribed Resources

- Book – Wells, W., Spense-Stone, R. Crawford, R. (2015). *Advertising: principles and practice*. Australia: Pearson

Recommended Resources

Additional readings

- Barry (2012) *The Advertising concept book*. Chapters 1,4 & 6
- Belch & Belch (2009&2011) *Advertising and promotion*. Parts 1,2,3 & 5.
- Craig (2004) *The media politics and public life*. Chapter 10
- Drewniansy & Jewler (2010) *Creative strategy in advertising*. Chapters 1,4-6 &14
- Fill (2009) *Marketing communications*. Chapters 5,6 & 16
- Landa (2010) *Advertising by design*. Chapters 3, 4, 5 & 10.
- Leeuwen van (2004) *Introducing Social Semiotics*. Part 1.
- McLuhan (1961) *The Mechanical Bride: folklore of Industrial Man*
- McLuhan (1964) *Understanding Media*. Chapters 1-3
- Morrison, Haley, Sheehan & Taylor (2012) *Using qualitative research in advertising*
- Rust, R. T., & Oliver, R. W. (1994). The death of advertising. (Notes and Comments). *Journal of Advertising*, v23(n4), p71(77).
- Woods (2006) *Describing discourse*. Chapter 1

Recommended websites

www.adnews.com.au

www.bandt.com.au

www.bestadsontv.com

www.campaignbrief.com

<http://theinspirationroom.com/daily>

<http://aso.gov.au/>

Course Evaluation and Development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convenor and tutors. Furthermore, students are encouraged to participate in online feedback surveys later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

Please take the time to provide feedback. In recent years the course has been changed as a result of student input. For example, the number of assignments have been reduced from 4 to 3 and the presentation format has been altered for this year.