

<b>Study Programme:</b> Applied Arts and Design (module: Graphic Design)
<b>Course Unit Title:</b> Advertising
<b>Course Unit Code:</b> OP2705
<b>Name of Lecturer(s):</b> Nikola Berbakov, Luka Prstojević, Vanja Todorić, Stefan Ilić, Nikola Popović
<b>Type and Level of Studies:</b> Undergraduate academic studies
<b>Course Status (compulsory/elective):</b> Compulsory
<b>Semester (winter/summer):</b> Winter and summer
<b>Language of instruction:</b> English
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face
<b>Number of ECTS Allocated:</b> 6
<b>Prerequisites:</b> None
<b>Course Aims:</b> Acquaintance of students with the basic principles of advertising, promotion of products and services using graphic techniques and visual communication with the consumer. Through theoretical and practical work, students become familiar with different forms of advertising in printed media, interior and exterior, as well as advertising in electronic media. Applying innovative visual solutions in advertising campaigns, introducing students to concepts such as target group, subliminal messages and appeals to consumer awareness.
<b>Learning Outcomes:</b> The ability of the student to create a strategy in visual communication with the consumer using different forms of advertising. The willingness of students to respond to specific market demands through creative, analytical and teamwork in order to prepare them for work in marketing agencies and design studios. Mastery of combined techniques (photography, illustration, typography) and adaptability in the application of visual solutions in different media. Developing aesthetic criteria and abilities for public presentation and defense of work.
<p><b>Syllabus:</b></p> <p><i>Theory</i></p> <p>Lectures on the topic of product and service placement through visual communication: analysis of advertising campaign strategy, advertising methods, target group determination, use of slogans, different graphic techniques, application in different media, brand creation through advertising campaign.</p> <p>Communication with the consumer with the aim of stimulating imagination, encouraging creativity and feelings of belonging to a similar interest group. Examples from domestic and foreign practice.</p> <p>Familiarity with user experience, principles of visual communication in electronic media (TV, web, social networks) and application in advertising campaigns. Lectures, discussions, collective analysis of selected works.</p> <p><i>Practice</i></p> <p>I semester</p> <p>1. Advertising campaign in three stages</p> <p>1.1 Advertising in print media</p> <ul style="list-style-type: none"> <li>- Defining an advertising campaign strategy for a product or service</li> <li>- A series of magazine ads in A4 format, the same slogan with variations based on the target group</li> <li>- Concept development, sketches, consultations</li> <li>- Realization of works, collective analysis of the task - colloquium</li> </ul> <p>1.2 Outdoor advertising</p> <ul style="list-style-type: none"> <li>- A series of ads applicable on billboards, public transport vehicles and public facilities (facades, pedestrian crossings, squares)</li> <li>- Concept development, sketches, consultations</li> <li>- Realization of works, collective analysis of the task - colloquium</li> </ul> <p>1.3 Advertising in the interior</p> <ul style="list-style-type: none"> <li>- A series of interactive ads in shopping centers</li> <li>- Concept development, sketches, consultations</li> <li>- Realization of works, creation of presentation of all three tasks in PDF format</li> <li>- Collective analysis of the task - colloquium</li> </ul> <p>II semester</p>

## 2. Advertising in electronic media

- Designing a campaign in electronic media (TV, web, social networks)
- Social engagement of consumers through interactive participation in the campaign
- Humanitarian character of the advertising campaign
- Creating unique visual content using user experience
- Team work, two students each
- Concept development, sketches, consultations
- Realization of works, creation of presentation in PDF format
- Collective analysis of the task - colloquium

**Required Reading:** Barry, P., *Advertising Concept Book*, Thames & Hudson, UK, 2012.

Beeke, A., *Area, 100 Graphic Designers*, Phaidon, New York, 2003.

Felton, G., *Advertising: Concept and Copy*, W. W. Norton & Company, New York, 2013.

Hornung, C. P., *Handbook of Early Advertising Art*, Dover Publications, New York, 2002.

Landa, R., *Generating and Designing Creative Ideas Across Media*, John Willey & Sons, USA, 2010.

Lidwell, W., Holden, K, Butler, J., *Universal Principles of Design*, Rockport Publishing, New York, 2010.

Pricken, M., *Creative Advertising*, Thames & Hudson, UK, 2008.

Sagmeister, S., *Another Book*, Abrams Books, New York, 2011.

Wiedermann, J., *Advertising Now! Print*, Taschen, Germany, 2007.

**Weekly Contact Hours:** 3

**Lectures:** 2

**Practical work:** 1

**Teaching Methods:** Lectures, exercises and consultations

**Knowledge Assessment (maximum of 100 points):** 100

<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	30	Presentation of practical work	30
Practical work	30		
Preliminary exam(s)	10		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.