



**UNSW**  
SYDNEY

Australia's  
Global  
University



# **MDIA5021**

Advertising and Creativity

Term One // 2019

## Course Overview

### Staff Contact Details

#### Convenors

| Name                | Email                           | Availability                      | Location            | Phone    |
|---------------------|---------------------------------|-----------------------------------|---------------------|----------|
| Nicholas Richardson | nicholas.richardson@unsw.edu.au | Appointments may be made by email | Rm231E Webster Bldg | 93856355 |

### School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## **Course Details**

### **Credit Points 6**

### **Summary of the Course**

The course focuses on the creative aspects of advertising and current trends in advertising.

Students will learn how the advertising process works focusing, in particular, on the following aspects:

- Identification of communication challenges and opportunities: responding to a client brief;
- Creative strategies and practices for generating ideas, concept design, story-telling, emotional appeals and pitching for campaigns;
- Campaign evaluation methods.

The requirements for and impact of advertising across multiple platforms and associated requirements for digital interactivity, collaboration and co-production will be emphasized.

### **Course Learning Outcomes**

1. Apply creative strategies across a broad range of advertising media
2. Develop a critical understanding of advertising objectives
3. Critique and revise your work
4. Work effectively with feedback and present your ideas with confidence

### **Teaching Strategies**

Students will be required to attend a two hour seminar each week. Seminars are designed to introduce all students in a consistent way to the relevant theories, practices and tools. They rely heavily on examples of contemporary advertising to practically demonstrate the theories in practice in real advertising situations.

The seminar format is adopted to better simulate the agency experience, with time spent briefing students on weekly assignments and assessing the effectiveness of their creative responses. The smaller groups give time for feedback and reflection on relevant principles and theory. Student participation will be required throughout seminars.

Creative skills are best developed through their constant application. Therefore, weekly briefs are designed to provide students with an opportunity to discover and develop their own creative problem-solving styles and skills.

Students are also encouraged to actively collect as many pieces of advertising communication as they can from a diverse range of sources, to keep abreast of contemporary campaigns and advertising issues and enhance their practical use of the theories, processes and tools covered in the course.

## Assessment

The assessments will be outlined in detail on Moodle and in Seminar 1.

### Assessment Tasks

| Assessment task                | Weight | Due Date            | Student Learning Outcomes Assessed |
|--------------------------------|--------|---------------------|------------------------------------|
| Online Reflective Writing Task | 5%     | 01/03/2019 08:00 PM | N/A                                |
| Critical analysis              | 40%    | 05/04/2019 08:00 PM | 1,2,3,4                            |
| Portfolio                      | 50%    | 18/04/2019 08:00 PM | 1,2,3,4                            |
| Pitch                          | 5%     | In week 10 seminars | 1,3,4                              |

### Assessment Details

#### Assessment 1: Online Reflective Writing Task

**Start date:**

**Details:** 200 words, Moodle forum and pass/fail

**Additional details:**

Refer to moodle for details.

#### Assessment 2: Critical analysis

**Start date:**

**Details:** 5 diary entries of 500 words feedback provided via Turnitin

**Additional details:**

Refer to moodle for details.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

#### Assessment 3: Portfolio

**Start date:** Not Applicable

**Details:** 4 pieces for submission, feedback provided via Turnitin

**Additional details:**

Refer to moodle for assessment details.

**Turnitin setting:** This is not a Turnitin assignment

#### **Assessment 4: Pitch**

**Start date:**

**Details:** Prepare and undertake a 3 minute 'pitch' of one portfolio piece Individual task, in-class presentation pass/fail.

**Additional details:**

Refer to moodle for details.

**Turnitin setting:** This is not a Turnitin assignment

## Attendance Requirements

You cannot pass this course without attending 80% of classes.

## Course Schedule

[View class timetable](#)

### Timetable

| Date                              | Type    | Content                                    |
|-----------------------------------|---------|--|
| Week 1: 18 February - 24 February | Seminar | Introduction                               |
| Week 2: 25 February - 3 March     | Seminar | Exploring creativity and creative practice |
| Week 3: 4 March - 10 March        | Seminar | The creative process and the creative leap |
| Week 4: 11 March - 17 March       | Seminar | Concepting and storytelling                |
| Week 5: 18 March - 24 March       | Seminar | Words and Images                           |
| Week 6: 25 March - 31 March       | Seminar | Campaign thinking for different media      |
| Week 7: 1 April - 7 April         | Seminar | Telling the brand story                    |
| Week 8: 8 April - 14 April        | Seminar | The pitch                                  |
| Week 9: 15 April - 21 April       | Reading | Reading week                               |
| Week 10: 22 April - 28 April      | Seminar | The industry: agencies and clients.        |

## **Resources**

### **Prescribed Resources**

Barry, P. (2016). *The Advertising Concept Book*, 3rd Edition, London, Thames & Hudson.

### **Recommended Resources**

Aitchison, J. (2004). *Cutting Edge Advertising*, 2nd Edition. Singapore: Pearson Hall.

Altstiel, Tom & Grow, Jean, (2010). *Advertising Creative: Strategy, Copy, and Design*, 3rd edition, Los Angeles: Sage Publications.

Hegarty, J. (2011). *Hegarty on Advertising*. London: Thames and Hudson.

Roman, K. & Maas, J. (2003). *How to Advertise: What works, what doesn't - and why*, 3rd Edition. London: Hogan

Sullivan, L. (2008). *Hey, Whipple, Squeeze This: A Guide to Creating Great Advertising*, 3rd Edition. Hoboken, NJ: John Wiley & Sons, Inc.

### **Course Evaluation and Development**

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convener and tutors. Feedback and evaluation is used to improve the course each semester. For example, a group project has been removed from the assessment tasks in 2019 based on student feedback in 2018. Students are encouraged to participate in online surveys later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

## **Submission of Assessment Tasks**

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### **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](mailto: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, assessment tasks 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.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>



## 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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**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 (<http://www.lc.unsw.edu.au/>). 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.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **Image Credit**

Nicholas Richardson, 2015

## **CRICOS**

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