MDIA2005

Advertising: The Creative Dimensions

Term One // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
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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

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.

Course Learning Outcomes

1. Critique creative advertising in a range of commercial, consumer and social contexts
2. Critique 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

This is provided as a general guide - please see Moodle for assessment detail.

Note: Assignment 2 and 3 must be submitted in order to pass this course.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Online reflective writing task	5%	Not Applicable	1, 2
Critical Analysis	45%	Not Applicable	1, 2, 3, 4, 5
Portfolio task	45%	Not Applicable	1, 3, 4, 5
Presentation	5%	Not Applicable	3, 5

Assessment Details

Assessment 1: Online reflective writing task

Start date: Not Applicable

Length: 200 Words

Details:

200 words, individual task. Moodle forum: pass/fail. Feedback via LMS

5 percent (5% pass; 2% fail; 0% non-submission)

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Critical Analysis

Length: 2000

Details:

2000 words, individual task: 4 written diary entires. Feedback via LMS

Equivalent of major essay: theoretical reflections on the four main topics in the course.

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

Assessment 3: Portfolio task

Start date: Not Applicable

Length: NA

Details:

Three (3) creative advertising pieces to be submitted as components of the portfolio. Individual task. Feedback via LMS.

Turnitin setting: This is not a Turnitin assignment

Assessment 4: Presentation

Length: NA

Details:

Prepare and undertake a 2-3 minute 'elevator pitch' of one portfolio advertising piece. Individual task, in-class. 5-percent pass/fail. (5% pass; 2% fail; 0% non-submission). Feedback via LMS

Additional details:

Week 10 in class.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Attendance will be taken. 7 out of 9 lectures, tutorials and web forums must be attended in order to pass this course.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 15 February - 19 February	Lecture	**Introduction to commercial creativity and a creative concept.** Refer to Moodle for further details.
	Studio	**What makes a good ad. Introduction to the creative brief.** You will receive your first creative briefs to work on for your portfolio. Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 2: 22 February - 26 February	Lecture	**Creative thinking and creative practice.** Refer to Moodle for further details.
	Studio	**Bring your initial creative concepts for the first portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 3: 1 March - 5 March	Lecture	**Making meaning.** Refer to Moodle for further details.
	Studio	**The second portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 4: 8 March - 12 March	Lecture	**Understanding people, understanding insight.** Refer to Moodle for further details.
	Studio	**The third portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 5: 15 March - 19 March	Lecture	**Telling powerful brand stories.** Refer to Moodle for further details.

	Studio	**The fourth portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 6: 22 March - 26 March	Reading	Flex week - no classes.
Week 7: 29 March - 2 April	Lecture	**Agencies and clients: the working relationship.** Refer to Moodle for further details.
	Studio	**The fifth portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 8: 5 April - 9 April	Lecture	**Creativity in an evolving media landscape.** Refer to Moodle for further details.
	Studio	**The final portfolio clinic.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.
Week 9: 12 April - 16 April	Lecture	**Pitching your ideas.** Refer to Moodle for information.
	Studio	**The portfolio and pitch preparation.** Refer to Moodle for more information.
	Online Activity	Refer to Moodle for information.
Week 10: 19 April - 23 April	Lecture	**The future of the creative concept.** Refer to Moodle for further details.
	Studio	**The portfolio pitch.** Refer to Moodle for further details.
	Online Activity	Refer to Moodle for further details.

Resources

Prescribed Resources

The advertising concept book - Barry, P. (2016)

This is *highly* recommended. While you do not have to buy it, it will be immensely helpful to you if you do.

Recommended Resources

Please refer to Moodle for sources.

Course Evaluation and Development

The course convenor and tutors welcome informal feedback about the course throughout the semester. 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 course assessment has been changed from a group assignment to an individual creative portfolio assignment.

Submission of Assessment Tasks

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, 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/

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.