



**UNSW**  
SYDNEY

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University



# MDIA5021

Advertising and Creativity

Semester One // 2018

## 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

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

Website: <https://sam.arts.unsw.edu.au>

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.

### 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 attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

### Academic Information

For essential student information relating to: 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 academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **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.

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

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
Portfolio of creative concepts	60%	04/05/2018 08:00 PM	1,2,3,4
Critical reflection	20%	18/05/2018 08:00 PM	1,2,3,4
Campaign	20%	In class 30-31/5/18	1,2,3,4

### Assessment Details

#### Assessment 1: Portfolio of creative concepts

**Start date:**

**Length:** null

**Details:** Six concepts, each executed in one medium and accompanied by creative rationale of maximum 100 words, presented in maximum of 12 slides. Students receive assessments from their tutors and their work is peer reviewed.

**Submission notes:** Online submission through moodle

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

#### Assessment 2: Critical reflection

**Start date:**

**Length:** 1500 words

**Details:** 10 blog entries of 150 words each. Students receive assessments from their tutors and their work is peer reviewed.

**Submission notes:** Email reflection link to tutor

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

#### Assessment 3: Campaign

**Start date:**

**Details:** One concept executed as an 'experiential campaign' accompanied by creative rationale of maximum 500 words, presented in maximum 10 slides. This is the final assessment task. Students

receive assessments from their tutors and their work is peer reviewed.

**Submission notes:** Presentation and submission in class

## 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](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.

## 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 (14) 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 (21) 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 (<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>)

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Seminar	Introduction
Week 2: 5 March - 11 March	Seminar	Exploring creativity and creative practice
Week 3: 12 March - 18 March	Seminar	The creative process
Week 4: 19 March - 25 March	Seminar	The creative leap
Week 5: 26 March - 1 April	Seminar	Concepting and storytelling
Week 6: 9 April - 15 April	Reading	Reading week
Week 7: 16 April - 22 April	Seminar	Influencing with words
Week 8: 23 April - 29 April	Seminar	Visual theories
Week 9: 30 April - 6 May	Seminar	Campaign thinking for different media
Week 10: 7 May - 13 May	Seminar	Experiential advertising
Week 11: 14 May - 20 May	Seminar	Developing the Brand
Week 12: 21 May - 27 May	Seminar	Professional practice and responsibility
Week 13: 28 May - 3 June	Seminar	Group project presentations

## **Resources**

### **Prescribed Resources**

Book – 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, assessment requirements and due dates have been amended in 2017 based on student feedback in 2016. 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.

## **Image Credit**

Bodies & Interfaces 2016

## **CRICOS**

CRICOS Provider Code: 00098G