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MDIA2005

Advertising: The Creative Dimensions

Semester Two // 2018

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.

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

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

See Moodle for detail.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Clinic presentations	30%	Weeks 4-7 inclusive	1,2,3
Written paper	40%	28/09/2018 08:00 PM	1,2,3
Creative strategy and pitch	30%	Tutorials weeks 12 and 13	1,3,4,5

Assessment Details

Assessment 1: Clinic presentations

Start date:

Length: Refer to Moodle

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.

Submission notes: Refer to Moodle

Assessment 2: Written paper

Start date:

Length: Refer to Moodle

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.

Submission notes: Refer to Moodle

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

Assessment 3: Creative strategy and pitch

Start date:

Length: Refer to Moodle

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.

Submission notes: Refer to Moodle

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, 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

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore $17 - [25 (0.05 \times 3)] = 13.25$

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

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

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 webstie:

<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/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>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Introduction to creative advertising
Week 2: 30 July - 5 August	Tutorial	Introductions - your favourite advertisements
	Lecture	Reading the signs
Week 3: 6 August - 12 August	Tutorial	Clinic Task rehearsal - Reading the signs
	Lecture	Rhetoric puzzle and persuasion (online)
Week 4: 13 August - 19 August	Tutorial	Clinic task 1 - Rhetoric in advertising
	Lecture	The power of advertising (online)
Week 5: 20 August - 26 August	Tutorial	Clinic task 2 - The power of advertising
	Lecture	Advertising: art and system (online)
Week 6: 27 August - 2 September	Tutorial	Clinic task 3 - Art and system
	Lecture	Insightful branding (online)
Week 7: 3 September - 9 September	Tutorial	Clinic task 4 - Brand and insight
	Lecture	The client's perspective
Week 8: 10 September - 16 September	Tutorial	The client, the project, the brief
	Lecture	Research; developing insights
Week 9: 17 September - 23 September	Tutorial	Research approaches and analysis
	Lecture	Formulating a strategy
Break: 24 September - 30 September	Tutorial	No classes this week. Ignore 'Tutorial', to left.
	Lecture	No class this week. Ignore 'Lecture', to left.
Week 10: 1 October - 7 October	Tutorial	Research progress: insights and strategies
	Lecture	Creativity, concept, & campaign
Week 11: 8 October - 14 October	Tutorial	Developing campaign strategy & concepting
	Lecture	Is the medium the message?
Week 12: 15 October - 21 October	Tutorial	Pitch presentations: Round 1
	Lecture	Course Wrap up
Week 13: 22 October - 28 October	Tutorial	Pitch presentations round 2

Resources

Prescribed Resources

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

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

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

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 number of assignments has been reduced from 4 to 3 and the presentation format has been altered. We are also making some small changes to grading proformas.

Image Credit

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