

AIMS

To be able to understand –

- Basic principles of Advertising Design
- Different types of media of Advertising Design
- Color and Composition of Advertising Design
- The legal issues and copyright in Advertising Design
- The Branding and Corporate identity for Advertising Design
- The tools and material of Advertising Design

SHORT DESCRIPTION

After completing this unit, participants will be able to understand - the basic principles, different types of media, Color and Composition, the legal issues and copyright, the Branding and Corporate identity, the tools and material of Advertising Design.

DETAIL DESCRIPTION**Theory:****1. Understand Advertising and Design**

- 1.1. Define the advertising
- 1.2. Explain the importance of Design in Advertising
- 1.3. Explain the career path in Advertising Design
- 1.4. Describe the purpose Advertising Design
- 1.5. Describe the context of Advertising Design (with examples)
- 1.6. Explain the impacts of good Advertising Design (with examples)
- 1.7. Explain the value of teamwork in Advertising Design
- 1.8. Explain the opportunities as a freelancer in Advertising Design sector

2. Understand the Media of Advertising Design

- 2.1. Classify the media for Advertising Design
- 2.2. Describe the difference between print media and electronic media
- 2.3. Describe the principles of digital Advertising (web banner)
- 2.4. Describe the principles of printed Advertising
- 2.5. Describe the principles of Advertising Design for Newspaper-Column
- 2.6. Describe TVC

3. Understand the Color and Composition of Advertising Design

- 3.1. Explain the importance of colors for Advertising Design
- 3.2. Explain the importance of composition in Advertising Design
- 3.3. Describe the colors used for digital Advertising (web banner)
- 3.4. Describe the colors used for printed Advertising
- 3.5. Explain the principles composition in Advertising Design
- 3.6. Explain the rule of thirds and the rule of space (dead space) in composition

4. Understand the legal issues and copyright in Advertising Design

- 4.1. Explain the legal issues for Advertising Design

- 4.2. Explain the importance of copyright in Advertising Design
- 4.3. Describe the ownership of the contents in Advertising Design
- 4.4. Explain the importance of Model release (Model permission)
- 4.5. Explain the issues of using pictures of children and women in Advertising
- 4.6. Explain the issues of using pictures of Monument, Government Building and recognizable Personal properties in Advertising

5. Understand the Branding and Corporate identity for Advertising Design

- 5.1. Explain the importance of branding (with example of popular brands)
- 5.2. Explain the importance of Corporate identity
- 5.3. Explain the importance of Registered Trademark
- 5.4. Describe the technique for labels and package design for Advertising
- 5.5. Describe the technique for gift items and stationeries design for Advertising

6. Understand the tools and material of Advertising Design

- 6.1. Explain the software used in Advertising Design
- 6.2. Describe the materials used in Advertising Design
- 6.3. Describe the elements used in Advertising Design

PRACTICAL:

1. Create a Design of a Poster for a restaurant Opening event
2. Create a Design of a Flyer for an Institute offering Short course
3. Create a Design of a Festoon for observing a National/Internal Day
4. Create a Design of a Newspaper Add
5. Create a Design of a Billboard to create public awareness
6. Create a Design of a Web Banner for a New Product
7. Create a Design of a PVC/Panaflex Back-drop for a day-long workshop
8. Create a Design of a Shopping bag for a Community shop
9. Create a Design of a box for a mobile phone
10. Create a Design of a corporate brochure
11. Create a Design of a corporate desk calendar
12. Create a Design of a 4 color Magazine cover

Step-by-step working procedure for Practical Job:

1. Follow basic safety and operation procedure
2. Analyse and Interpret the job
3. Identify the required resources
4. Identify design standard
5. Collect resources
6. Create design layout
7. Review the design work and amend
8. Get client's feedback
9. Evaluate own work against client's feedback
10. finalize the design and submit the job