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| General Information | Subject name, code and number of credits | DSN 211 Advertising Design 3KU/6 ECTS |
| | Department | Architecture and design department |
| | Program (bachelor's degree, master's degree) | Bachelor |
| | Academic semester | Spring semester of the 2023/24 academic year |
| | Instructor(s) | Ilaha Tahmazli |
| | E-mail: | ilaha.tahmazli@khazar.org |
| | Lecture Room/Schedule | Neftchilar campus, room 402N Tue. 11:50 – 13:20 13:40 – 15:10 |
| | Office hours | At times agreed upon with students |
| Prerequisites | - | |
| Language of instruction | English | |
| Type of subject (compulsory, elective) | Selective | |
| Textbooks and additional literature | <p>1. Blakeman, R. (2022). <i>Advertising design by medium: A Visual and Verbal Approach</i>. Routledge.</p> <p>2. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design</i>. CRC Press.</p> <p>3. Landa, R. (2016). <i>Advertising by design: Generating and Designing Creative Ideas Across Media</i>. John Wiley & Sons.</p> | |
| Course outline | The subject of “Advertising Design” is considered one of the subjects that play an important role in the process of teaching the “Design” specialty. The subject is formed based on the application of theoretical and practical parts covering the principles of advertising design. | |
| Course objectives | The main goal of teaching the subject is the formation of creative thinking and the design of advertising products, combining knowledge of the basic principles of image creation in advertising design. In addition, preparation for artistic activity in the field of modern design based on advertising means; formation of the ability to design an advertising message using computer graphics, implementation of an advertising plan; the preparation of content for project activities in the field of creating artistic products using design graphics, computer modeling and methods of implementation of design projects can be accepted as other objectives. | |

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| Results of teaching (learning) | <p>At the end of the course, students are expected to acquire the following knowledge and skills:</p> <ul style="list-style-type: none"> • The purpose and tasks of advertising design; • History of advertising and its design; • Types of advertising and its design; • Development of idea solutions and preliminary research methods in advertising design; • Information about elements and principles in advertising design; • The choice of color in advertising design and its importance; • The concept of composition in advertising design; • Application of the learned theoretical knowledge on real advertising projects. | | |
| Teaching methods | Lecture | | x |
| | Group discussion | | x |
| | Practical tasks | | x |
| | Analysis of a practical issues | | x |
| Evaluation | Components | Date/Deadline | Percentage (%) |
| | Attendance | | 5 |
| | Task | | 15 |
| | Midterm exam | | 35 |
| | Final exam | | 45 |
| | Total | | 100 |
| Rules (Education policy and conduct) | <p>Task: The topic of the assignment includes the preparation of greeting cards. Students should choose the day of the holiday on which they will design the card and inform the instructor about it. In order to avoid repetition and to increase variety, each holiday is allowed to be selected by only 3 students. Students must prepare the assignment individually and submit it on time assigned by subject instructor. Depending on the content, the task should be prepared using computer graphics software. The purpose of the assignment is to form the student's ability to apply on the project the general knowledge obtained as a result of personal research, along with the specific knowledge taught in the lectures.</p> <p>Deadline: The assignment must be submitted by March 19. The project must be submitted according to the date and time assigned by subject instructor, if submitted late, the project will be evaluated with a low score.</p> <p>Attendance: The maximum score for attending classes is 5 points. The number of points is based on: if the student attends all classes of the subject during the semester, he is given 5 points, 1 point is deducted for every 2 classes not attended. If the total number of lessons missed during the semester for the subject is more than 25% of the norm (illness, family situation, etc.), the student is not admitted to the exam session, and a certain decision is made about it.</p> <p>Midterm Exam: In the task considered for the midterm exam, it is required to prepare 2 posters. In the first task, it is planned to prepare a poster in the template format intended for the university, and in the</p> | | |

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| <p>second task, it is planned to prepare a movie poster. Posters should be created using computer graphics programs. Both assignments will be graded on a pre-determined midterm exam day by a committee appointed by the department.</p> <p>Final exam: In the final exam, students must present their advertising billboards. Environmental protection was taken as the basis for the topic selection for the projects to be prepared, and work will be done to increase attention within this topic. The assignment should be prepared using computer graphics programs. Projects are submitted on the day of the final exam, and assignments are evaluated by a committee appointed by the department.</p> <p>Note: All projects to be presented during the semester are accepted in electronic format. After the presentation, it is necessary to submit the printed version of the projects if requested by the subject instructor and the committee.</p> <p>Completion of the course: The student's knowledge is evaluated with a maximum of 100 points. An overall success rate of 60% and above is considered to complete the course. A failed student can take this subject again in the next semester or the next year.</p> <p>Rules of conduct of the student: A student is not allowed to violate the University's internal disciplinary rules and use a mobile phone.</p> | | | |
| Schedule (subject to change) | | | |
| Week | Date | Topics of the subject | Textbook/Resource |
| 1 | 13.02.2024 | Introduction. The concept of advertising, the purpose and tasks of advertising. | Presentation material |
| | 13.02.2024 | Acquaintance with the syllabus and assignments. Discussion of the lecture topic. | <ol style="list-style-type: none"> 1. Landa, R. (2016). <i>Advertising by design: Generating and Designing Creative Ideas Across Media</i>. John Wiley & Sons, 2-13. 2. Blakeman, R. (2022). <i>Advertising design by medium: A Visual and Verbal Approach</i>. Routledge. |
| 2 | 20.02.2024 | History of advertising design. Economic function of advertising. | Presentation material |
| | 20.02.2024 | Searching for greeting card theme and design ideas. | <ol style="list-style-type: none"> 1. Blakeman, R. (2022). <i>Advertising design by medium: A Visual and Verbal Approach</i>. Routledge. |
| 3 | 27.02.2024 | Stages of development of advertising design. | Presentation material |
| | 27.02.2024 | Searching for greeting card design ideas. | <ol style="list-style-type: none"> 1. Landa, R. (2016). <i>Advertising by design: Generating and Designing Creative Ideas Across Media</i>. John Wiley & Sons, 14-31. 2. Blakeman, R. (2022). <i>Advertising design by medium: A Visual and Verbal</i> |

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| | | | Approach. Routledge. |
| 4 | 05.03.2024 | The marketing function of advertising. | Presentation material 1. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| | 05.03.2024 | Choosing the right font for presenting color and text in greeting card. | |
| 5 | 12.03.2024 | Types of advertising. Social function of advertising. | Presentation material 1. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| | 12.03.2024 | Preparation of composition of presentational elements in greeting card based on principles. | |
| 6 | 19.03.2024 | The traditional system of advertising design. Figurative and constructive aspects of advertising design. Advertising effectiveness. | Presentation material 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design</i> . CRC Press, 1-8. |
| | 19.03.2024 | Completion and presentation of greeting card. Gathering detailed information for the design of the posters, drawing up initial idea solutions. | 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 7 | 26.03.2024 | Holiday | |
| 8 | 02.04.2024 | Prestigious and figurative advertising. | Presentation material 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design</i> . CRC Press, 9-20. |
| | 02.04.2024 | Preparation of visual and verbal information to be used in the posters. | 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 9 | 09.04.2024 | Visual and verbal elements. Constructive structure of advertising. The power of color in advertising. | Presentation material 1. Landa, R. (2016). <i>Advertising by design: Generating and Designing Creative Ideas Across Media</i> . John Wiley & Sons, 94-105,128-151. 2. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to</i> |

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| | 09.04.2024 | Choosing the right font to represent color and text during the posters' design process. Completion of the posters' design. | <i>Communicating Visually Through Graphic, Web & Multimedia Design.</i> CRC Press, 87-114, 137-162. 3. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 10 | 16.04.2024 16.04.2024 | Midterm Exam | |
| 11 | 23.04.2024 23.04.2024 | Composition in advertising design. Billboard design and theme selection based. | Presentation material 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design.</i> CRC Press, 33-44. 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 12 | 30.04.2024 30.04.2024 | Principles of harmonic composition. Selection of presentation style of billboard design, initial idea search. | Presentation material 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design.</i> CRC Press, 33-44. 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 13 | 07.05.2024 07.05.2024 | Composition integrity in advertising design. Color and font selection in billboard design. | Presentation material 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design.</i> CRC Press, 33-44. 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |

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| 14 | 14.05.2024 | Color selection in advertising design. | Presentation material |
| | 14.05.2024 | Preparation and composition of elements to be used in advertising design based on guerilla marketing principles. | <ol style="list-style-type: none"> 1. Golombisky, K., & Hagen, R. (2017). <i>White space is not your enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design</i>. CRC Press, 115-136. 2. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| 15 | 21.05.2024 | Perceptual characteristics of magazine advertising. | Presentation material |
| | 21.05.2024 | Completion and presentation of billboard design. | <ol style="list-style-type: none"> 1. Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge. |
| Final Exam | | | |

