

# Unit Assignment

## BA (Hons) Advertising

Unit: Creative Skills (PU002469)

### Assignment Information

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| <b>Assignment Title:</b><br>The Basics: Explained & Explored<br><br>(20 credits)  | <b>Assignment Type:</b><br>Holistic  | <b>Weighting:</b> Holistic – This unit is assessed holistically and pass/fail (100% of the unit). Assessment will be against the specified marking criteria.  |
| <b>Submission Deadline:</b><br>By 3.00pm (15.00) GMT Thursday 27 <sup>th</sup> January 2022<br><br><b>Adjusted Assessment Deadline*:</b><br>By 3.00pm (15.00) BST Thursday 10 <sup>th</sup> February 2022<br><br>If you are using additional time please notify us using the following email:<br><a href="mailto:communications.media.staff@lcc.arts.ac.uk">communications.media.staff@lcc.arts.ac.uk</a> | <b>Submission Method:</b><br>Electronic submission of:<br>1 x PDF via Moodle ( <b>Max file size: 100MB</b> )<br>1 x 1000-word report on Docx or PDF<br><b>(Max file size: 100MB)</b> | <b>Anonymous Marking:</b><br><b>No:</b> It is not possible for this assignment to be marked anonymously. However, it will be internally moderated in line with UAL policy to maintain rigour and fairness in assessment.        |
| <b>Date to expect feedback by:</b><br>17 February 2022<br><br>All feedback is indicative until formally confirmed at an Exam Board. You will be informed of your results and when these will be published by email and Moodle.  | <b>How you will receive feedback:</b><br>Via Moodle and the Assessment Feedback tool.  | <b>Submission Queries:</b><br>If you have any difficulties submitting your assignment contact:<br><a href="mailto:communications.media.staff@lcc.arts.ac.uk">communications.media.staff@lcc.arts.ac.uk</a> before the deadline. |

\*The Adjusted Assessment deadline is for students with Individual Support Agreements (ISAs). See Assessment Guidance at the end of this document for further information.

### Your Assignment

You will be exposed to and learn the basics of:

- InDesign & Photoshop
- Copywriting
- Storytelling
- Writing for Radio
- Typography
- Graphic Design and Layouts

- Art Direction

You will use these newfound skills to create, develop, design, execute and deliver a PDF of industry standard work. The PDF will consist of ONE piece of work:

- A 360-degree campaign for a brand/product you've been given in the workshop in class. based on a maximum of THREE executions across THREE different media:
  - One Print Ad with body copy
  - One Poster Ad
  - One Radio Ad as a script or as a finished recorded audio file

(All the Print and Poster work should be developed, at the very least, to scamp standard. If you have access to the Adobe suite and can use Photoshop and InDesign, great; But it is NOT compulsory. A scamp is fine).

You will also submit a blog detailing your engagement with and understanding of the creative and conceptual practices explored throughout the Unit. **This should be no less than 1000 words.**

## Learning Outcomes

This assignment will be assessed against the five UAL assessment criteria: **Enquiry, Knowledge, Process, Communication, and Realisation.** See: [arts.ac.uk/assessment](https://arts.ac.uk/assessment)

| On completion of this unit you will be able to:   | How the learning outcomes are to be evidenced in this assignment   |
|---|--|
| Demonstrate a foundational knowledge of the creative skills and techniques in use in the contemporary advertising industry ( <b>Knowledge</b> )               | You can appreciate the current creative skills in use in advertising and can draw on that knowledge successfully in your work.         |
| Show a developing awareness of creativity and execution in the contemporary advertising industry ( <b>Enquiry</b> )   | You will be able to show a thorough comprehension of how agencies conceive, create and deliver advertising solutions                   |
| Develop an understanding of the approaches taken by the contemporary advertising industry in responding to communication challenges ( <b>Process</b> )        | You will show an understanding of how agencies operate, particularly in the area of creative execution, and communication development. |
| Show a growing ability to execute creative ideas ( <b>Realisation</b> )   | You will show an appropriate level of professional skill in the execution and crafting of your creative work                           |
| Recognise the need for clarity of communication in the selection of media, and the awareness and adoption of appropriate conventions ( <b>Communication</b> ) | You will be able to communicate your creative skills powerfully and clearly.   |

## Costs associated with this Unit & its assessment

Work presented for assessment will be evaluated against unit learning outcomes using UAL's Assessment criteria. Increased expenditure on materials to realise your assignment will not equate to increased grades in your assessment.

The college provides a broad range of resources to support your studies and to produce work for assessment. However, the additional costs you might incur whilst studying this unit, depending on personal choice, could include:

- Materials and associated production & finishing costs

You can discuss your choices and likely costs with your unit leader prior to starting your work.

## Assessment Guidance

- The **UAL Assessment** webpage has detailed explanations of the five UAL Assessment Criteria and the University's assessment policies: [arts.ac.uk/assessment](https://arts.ac.uk/assessment)
- The **LCC Student Guide to Assessment** provides a step-by-step guide to the assessment process at LCC. The guide is in the Moodle site for your course: [moodle.arts.ac.uk](https://moodle.arts.ac.uk)
- Guides for online submissions are available in the Moodle site for your course: [moodle.arts.ac.uk](https://moodle.arts.ac.uk)
- Guides to Adjusted Assessment can be found on the Disability Service site: [Disability Service](#)