

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:
 - Explain the principles, practices, processes, formats, and techniques involved in the creation, production, and evaluation of advertisements
 - Evaluate and apply creative concepts in relation to creative briefs.
2. Assignment details:
 - *Requirement:* Produce innovative and professional solutions to advertising communication briefs using creative art direction and/or copywriting skills.
 - *Format:* 3 different creative concepts for advertising with rationale
 - *Objectives:*
 - Concepts can be presented in any suitable format, from sketches to complete artwork. Your creative approaches and how well you satisfy the briefs will be assessed more than your designing and illustration techniques.
 - Each concept must be presented in an A4 page format.
 - Each concept must have a 200-word rationale explaining these following questions: What is the **basic idea**? Why is it **compelling**? How is it **different**?
 - *Suggested tools:*
 - Designing concepts: **Canva**, **Adobe InDesign** and **Adobe Illustrator**.
 - Researching advertising concepts: Deck of Brilliance, WARC, Journal of Interactive Advertising, AdAge, Ads of the World, etc. [RMIT Showcase](#) can also be used for quality samples.

B. KEY TERM DEFINITION:

In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
Concept vs Idea	<p>A concept refers to an abstract notion or mental framework that stands for a category, group, or idea. An idea is a mental construct that forms as a product of logic or inventive thinking, and it can encompass various designs, viewpoints and concepts.</p> <p>In this assignment's case, you can imagine the difference as follow: Concept: Show that tabasco is a vibrant and invigorating flavor to add to your meals. Idea: Display a fire emanating from the tabasco bottle, as if the bottle is in flames => hotness.</p>

How to originate original ideas	Formula: Volume (number of ideas) x Variety (breadth of relevant ideas) = Increased probability of original ideas Also recommended to try mind-mapping in order to narrow or expand certain directions.
USP (unique selling point) - single-minded proposition	A USP is a product's distinctive feature that makes it stand out from those of competitors. In each brief you will likely identify this notion. That is where the single-minded proposition comes in, which communicates a company's product, service or campaign's most important idea. You want to be certain that your concepts do not project many ideas at once.
Creative brief	A document used by advertising and marketing to communicate a direction for a campaign or an idea, it outlines its objectives, specifications and information. In short, this document answers the "who", "what", "where", "when", and "why", your job is to answer the "how" question regarding producing a concept.

C. FOOD FOR HUNGRY THOUGHTS

Kantar (2018) Vietnam: Into the minds of millennial shoppers, Kantar World Panel website, accessed 13 December 2022.

<https://www.kantarworldpanel.com/vn/news/Vietnam-Into-the-minds-of-Millennialshoppers#downloadThankyou>

Nguyen MN (2021) Singulate mean age at marriage in Vietnam as of April 2019, by gender, accessed 13 December 2021, Statista database.

van Mulken M, van Hooft A and Nederstigt U (2014) 'Finding the Tipping Point: Visual Metaphor and Conceptual Complexity in Advertising', International Journal of Advertising, 43(4):333-343, doi:10.1080/00913367.2014.920283.