



## UNSW Course Outline

# MDIA2005 Creative Advertising - 2024

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## General Course Information

**Course Code :** MDIA2005

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of the Arts and Media

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Creative advertising can be engaging, exhilarating, and even world changing. But what is creativity and how does it work? How do practitioners gain deep insights into clients and their problems? How do they make the creative leap that brings an idea to life? This course will help

you to develop the ability valued most highly in organisations today—the ability to think and solve problems creatively. The creative teams within an advertising agency are in the business of generating original and engaging ideas that will solve a client’s communication problem. Combining conceptual thinking with practical approaches, you will focus on developing the creative dimensions for advertising campaigns related to contemporary problems ranging from low product awareness through to public social issues. Each week, you will engage imaginatively with client briefs and develop advertising concepts all the while exploring the history of creative theory and practice, as well as the storytelling, art direction, copywriting, and pitching aspects of creative advertising.

## **Course Aims**

Develop a critical understanding of creative advertising and how it works

Consider how to harness the power of advertising in relation to both consumer culture and contemporary social issues

Introduce the creative processes involved in advertising production—particularly from the development of key insights through to creative execution

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Apply key concepts in creative thinking generally and as it relates to advertising specifically.
CLO2 : Critique creative advertising in a range of commercial, consumer and social contexts advertising.
CLO3 : Demonstrate knowledge of and ability to apply creative practices to communication problems.
CLO4 : Manage the development of key consumer insights through the creative process.

Course Learning Outcomes	Assessment Item
CLO1 : Apply key concepts in creative thinking generally and as it relates to advertising specifically.	<ul style="list-style-type: none"><li>• Critical Analysis</li><li>• Portfolio task</li></ul>
CLO2 : Critique creative advertising in a range of commercial, consumer and social contexts advertising.	<ul style="list-style-type: none"><li>• Critical Analysis</li></ul>
CLO3 : Demonstrate knowledge of and ability to apply creative practices to communication problems.	<ul style="list-style-type: none"><li>• Presentation</li><li>• Portfolio task</li><li>• Critical Analysis</li></ul>
CLO4 : Manage the development of key consumer insights through the creative process.	<ul style="list-style-type: none"><li>• Portfolio task</li><li>• Critical Analysis</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

See moodle

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Critical Analysis Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: See Moodle
Portfolio task Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: See Moodle
Presentation Assessment Format: Individual	10%	Start Date: Not Applicable Due Date: Not Applicable

# Assessment Details

## Critical Analysis

### Assessment Overview

2000 words, individual task: 4 written diary entries. Feedback via LMS

Equivalent of major essay: theoretical reflections on the four main topics in the course.

### Course Learning Outcomes

- CL01 : Apply key concepts in creative thinking generally and as it relates to advertising specifically.
- CL02 : Critique creative advertising in a range of commercial, consumer and social contexts advertising.
- CL03 : Demonstrate knowledge of and ability to apply creative practices to communication problems.
- CL04 : Manage the development of key consumer insights through the creative process.

### Detailed Assessment Description

See Moodle

### Assessment Length

2000 word maximum

### Assessment information

See Moodle

### Assignment submission Turnitin type

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

### Generative AI Permission Level

#### Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct &

Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## **Portfolio task**

### **Assessment Overview**

Three (3) creative advertising pieces to be submitted as components of the portfolio. Individual task. Feedback via LMS.

### **Course Learning Outcomes**

- CL01 : Apply key concepts in creative thinking generally and as it relates to advertising specifically.
- CL03 : Demonstrate knowledge of and ability to apply creative practices to communication problems.
- CL04 : Manage the development of key consumer insights through the creative process.

### **Detailed Assessment Description**

See Moodle

### **Assessment Length**

NA

### **Assessment information**

See Moodle

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Generative AI Permission Level**

#### **Simple Editing Assistance**

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## Presentation

### Assessment Overview

Prepare and undertake a 2-3 minute 'elevator pitch' of one portfolio advertising piece.

Feedback via LMS

### Course Learning Outcomes

- CL03 : Demonstrate knowledge of and ability to apply creative practices to communication problems.

### Detailed Assessment Description

See Moodle

### Assessment Length

2-3 minutes

### Assessment information

See moodle

### Assignment submission Turnitin type

This is not a Turnitin assignment

### Generative AI Permission Level

**Not Applicable**

Generative AI is not considered to be of assistance to you in completing this assessment. If you do use generative AI in completing this assessment, you should attribute its use.

For more information on Generative AI and permitted use please see [here](#).

## General Assessment Information

See Moodle

### Grading Basis

Standard

### Requirements to pass course

80% tutorial attendance and a total grade of 50 or above.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Commercial creativity and a creative concept
Week 2 : 16 September - 22 September	Lecture	Creative thinking and creative practice
Week 3 : 23 September - 29 September	Lecture	The client side of the creative process - brief to review
Week 4 : 30 September - 6 October	Lecture	How we make meaning and the power of insight
Week 5 : 7 October - 13 October	Lecture	Storytelling and branding
Week 6 : 14 October - 20 October	Other	Flex week - no lecture
Week 7 : 21 October - 27 October	Lecture	Agencies and client management
Week 8 : 28 October - 3 November	Lecture	Integrating Media
Week 9 : 4 November - 10 November	Lecture	The pitch
Week 10 : 11 November - 17 November	Lecture	Conclusions and the future

## Attendance Requirements

### School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

**The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

### **Bachelor of Arts (3409)**

- 4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
- 5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
- 8. Act ethically, respectfully and responsibly.

### **Bachelor of Media (3341)**

- 2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
- 5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.
- 7. Collaborate effectively with local and international communities of practitioners across media contexts.

### **Bachelor of Fine Arts (4830)**

- 4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.
- 6. Contribute to contemporary creatives fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.
- 7. Employ professional practice principles to realise independent and collaborative initiatives.

### **Master of Communication and Journalism (8232)**

- 4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences
- 6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks



7. Collaborate effectively with others

**Master of Public Relations and Advertising (8281)**

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

# Course Resources

## Recommended Resources

The advertising concept book - Barry, P. (2016)

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

## 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 course assessment has been changed from a group assignment to an individual creative portfolio assignment.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Nicholas Richardson					Yes	Yes

# Other Useful Information

## Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

## 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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

### **Use of AI for assessments**

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

### **Submission of Assessment Tasks**

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://>

## Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

**Important note:** UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

## School-specific Information

### Use of Recording Devices

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>