



UNSW Course Outline

MDIA5021 Advertising and Creativity - 2024

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General Course Information

Course Code : MDIA5021

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : Multimodal

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

The course focuses on the creative aspects of advertising and current trends in advertising.

You will learn how the advertising process works focusing, in particular, on the following aspects:

- Identification of communication challenges and opportunities: responding to a client brief;
- Creative strategies and practices for generating ideas, concept design, story-telling, emotional appeals and pitching for campaigns;
- Campaign evaluation methods.

The requirements for and impact of advertising across multiple platforms and associated requirements for digital interactivity, collaboration and co-production will be emphasized.

Course Aims

This course will teach you to:

- 1 Develop a critical understanding of advertising as a language for consumer culture.
- 2 Understand how creativity functions in general, and apply creative thinking in an advertising context.
- 3 Understand the objectives of an advertising brief and execute this brief to create communication material across a wide range of media and for a broad range of clients.
- 4 Creatively convey messages and deliver consumer and brand insights that are original, persuasive, insightful, ethical and on brief.

Relationship to Other Courses

In addition to investigating creative advertising, this course develops your capabilities in wider creative problem solving, critical analysis and constructing persuasive arguments. These are valuable skills for both other courses within your degree program and in providing you a competitive advantage throughout your career.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Apply creative strategies across a broad range of advertising media
CL02 : Develop a critical understanding of advertising objectives
CL03 : Critique and revise your work
CL04 : Work effectively with feedback and present your ideas with confidence

Course Learning Outcomes	Assessment Item
CLO1 : Apply creative strategies across a broad range of advertising media	<ul style="list-style-type: none"> • Online reflective writing task • Critical analysis • Portfolio
CLO2 : Develop a critical understanding of advertising objectives	<ul style="list-style-type: none"> • Pitch • Online reflective writing task • Critical analysis • Portfolio
CLO3 : Critique and revise your work	<ul style="list-style-type: none"> • Critical analysis • Portfolio
CLO4 : Work effectively with feedback and present your ideas with confidence	<ul style="list-style-type: none"> • Pitch • Critical analysis • Portfolio

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

During the first half of the term, students will work in pairs to develop their creative ideas. This both simulates how creative teams typically work in advertising agencies, and facilitates the brainstorming of novel and interesting creative ideas. During the second half of the term, students then progress on to develop their individual creative ideas.

A key aspect of the seminar format in this course is the presentation of, discussion about, and feedback on, the creative ideas students develop.

A key aspect of the course structure is the continual application of new course material learned each week, to all of the creative ideas developed. This includes a process of going back to ad concepts developed earlier in the term, to continually develop these until the end of the term and submission of a portfolio of these for assessment.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Online reflective writing task	5%	Start Date: Not Applicable Due Date: 25/02/2024 11:00 PM Post Date: 03/03/2024 12:00 PM
Critical analysis	40%	Start Date: Not Applicable Due Date: 17/03/2024 11:00 PM Post Date: 31/03/2024 11:00 PM
Portfolio	50%	Start Date: Not Applicable Due Date: 14/04/2024 11:00 PM
Pitch	5%	

Assessment Details

Online reflective writing task

Assessment Overview

200 words. Individual task. Moodle forum. Pass/Fail (5% pass; 2% fail; 0% non-submission).
Feedback via LMS.

Course Learning Outcomes

- CL01 : Apply creative strategies across a broad range of advertising media
- CL02 : Develop a critical understanding of advertising objectives

Detailed Assessment Description

An important aspect of this assessment is the "no-risk" opportunity it provides students to test out their current abilities to construct and present a critical argument. In some ways it is practice for the more significant Assessment 2. Students can apply the general feedback from Assignment 1 (where little more than 3% of the course grade is at stake, as even if you "fail" this assignment, you are still awarded 2%), to improve their Assignment 2 (which is worth 40% of the course grade).

Assessment Length

200 words

Assignment submission Turnitin type

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

Critical analysis

Assessment Overview

Four (4) written diary entries of approx. 500 words each; 2000 words in total.

Equivalent to a major essay, theoretical reflections on the four main topics for the course

Individual task

Feedback via LMS

Course Learning Outcomes

- CL01 : Apply creative strategies across a broad range of advertising media
- CL02 : Develop a critical understanding of advertising objectives
- CL03 : Critique and revise your work
- CL04 : Work effectively with feedback and present your ideas with confidence

Detailed Assessment Description

A key aspect of this assessment is the focus not only on applying course theory, but on students applying their developing capability of constructing and articulating a critical argument. Creative advertising is focussed on persuading audiences. Critical arguments - both verbal and written - are also focussed on persuading audiences.

Assessment Length

2000 words

Assignment submission Turnitin type

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

Portfolio

Assessment Overview

Four (4) creative advertising pieces to be submitted as components of the portfolio. Individual task. Feedback via LMS.

Course Learning Outcomes

- CL01 : Apply creative strategies across a broad range of advertising media
- CL02 : Develop a critical understanding of advertising objectives
- CL03 : Critique and revise your work
- CL04 : Work effectively with feedback and present your ideas with confidence

Detailed Assessment Description

Great creative advertising is based on great creative ideas. For each of the creative ads submitted, students will also include a brief 100 word articulation of the creative idea behind the creative ad, and why this idea will be persuasive.

Assignment submission Turnitin type

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

Pitch

Assessment Overview

Deliver a 3-minute 'elevator pitch' on one portfolio advertising piece.

5-percent (5% pass; 2% fail; 0% non-submission)

Individual task, in class. Pass/Fail

Feedback via LMS

Course Learning Outcomes

- CL02 : Develop a critical understanding of advertising objectives
- CL04 : Work effectively with feedback and present your ideas with confidence

Detailed Assessment Description

Great creative advertising is typically based on novel and intriguing ideas. But this novelty can be perceived as a risk to the client approving and paying for the advertising. A key aspect of this pitch presentation is students practicing their developing capability of persuasion to convince others to take a risk on believing in a great, but new and risky, creative idea.

Assessment Length

3 minutes

Assessment information

If students are unable to attend class during the final week to deliver their pitch presentation, they will be allowed to substitute this with an uploaded video recording of this presentation.

Assignment submission Turnitin type

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

General Assessment Information

An important aspect of this course is the gradual application of creative theory and creative tools to the creative ads you produce in response to advertising briefs you will receive each week. While there is often a temptation to leave the refinement of your weekly ad concepts until the end of term, it is critical that each week's ad is continually refined, incorporating the new theory and tools you are exposed to each week. Students who commit to do this always do well in the portfolio assessment (50% of the course grade).

Another important aspect of this course is collaboration: you will be providing feedback to your fellow students on how their creative ads influence and impact you - and they will be providing you with the same feedback. Remember, as well as students, you are all also target audiences, with valuable feedback for your fellow creative advertising students. When all students in a class commit to doing this, the grades across the entire class improve.

Finally, an invaluable capability that this course focuses on re-developing within you, is creative problem solving. Regardless of whether you eventually work in an ad agency or follow another career pathway, creative problem solving is one of the most sought after capabilities in any employee. We need you to be brave and open-minded to new ways of thinking about problems and situations in order to develop this valuable capability. Students who are brave in applying these new ways of thinking and diligently apply course theory to their essay critical analysis do better in their major essay assessment (40% of the course grade).

Grading Basis

Standard

Requirements to pass course

Students must submit a response to all four (4) assessments to pass this course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 5 February - 11 February	Homework	Prior to attending the first week of tutorials, students are to identify a print or static digital ad that they love or hate. We will begin our exploration of creative advertising with better understand why we ourselves are influenced - positively and negatively - by advertising.
Week 1 : 12 February - 18 February	Seminar	Understanding foundational creative concepts and trying out new creative tools: human habituation and divergent ideas to break through this; conceptual thinking to develop interesting creative ideas; source and target analogues as a shortcut to conceptual thinking; begin working on the first creative brief.
	Lecture	Identifying and understanding what creative advertising means.
Week 2 : 19 February - 25 February	Lecture	The creative process.
	Seminar	Exploring the concepts of incongruity, affect, utility, novelty and "the forgotten truth" in creative advertising; applying mindmapping to begin the creative process; take part in the first creative "clinic".
	Assessment	Assessment 1 due Sunday 25 February.
Week 3 : 26 February - 3 March	Lecture	Understanding how puzzle, paradox and storytelling create great persuasive advertising.
	Seminar	Experiencing divergent and convergent thinking; experimenting with storytelling; participate in the second ad clinic.
Week 4 : 4 March - 10 March	Lecture	How semiotics, rhetoric and mythologies create great advertising.
	Seminar	Exploring and applying semiotics, rhetoric and mythologies; participate in the third ad clinic; feedback on Assessment 1 and preparation for Assessment 2.
Week 5 : 11 March - 17 March	Lecture	Introducing 43 different creative tools and approaches to develop student creative problem-solving capabilities.
	Seminar	Exploring how to try out and swap creative tools and approaches to finesse and improve creative ideas; participate in the fourth ad clinic.
	Assessment	Assessment 2 due Sunday 17 March.
Week 6 : 18 March - 24 March	Reading	Reading week. No lectures or seminars scheduled.
Week 7 : 25 March - 31 March	Lecture	Understand how words and imagery create great creative ideas and refine / improve existing creative concepts.
	Seminar	Applying words and imagery to refine creative concepts; participate in the fourth ad clinic.
Week 8 : 1 April - 7 April	Lecture	How creative advertising builds and destroys brands. Note this will be uploaded for students to view online, as the normally scheduled lecture on the Monday is a public holiday.
	Seminar	Balancing creativity with responsibility: ensuring your creative advertising builds brands.
Week 9 : 8 April - 14 April	Lecture	Campaigns: understanding how to applying a creative idea across different media.
	Seminar	Exploring how different media best applies a creative idea across a campaign.
	Assessment	Assessment 3 - creative portfolios - due Sunday 14 April.
Week 10 : 15 April - 21 April	Lecture	Creativity in social and digital, and how the creative industries are using AI.
	Seminar	In-class pitch presentations (Assessment 4); how jobs and careers in the ad industry work.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

Barry, P. (2016). The Advertising Concept Book, 3rd Edition, London, Thames & Hudson.

Recommended Resources

Aitchison, J. (2004). Cutting Edge Advertising, 2nd Edition. Singapore: Pearson Hall. Altstiel, Tom

& Grow, Jean, (2019). Advertising Creative: Strategy, Copy, and Design, 4th edition, Los Angeles:

Sage Publications. Hegarty, J. (2011). Hegarty on Advertising. London: Thames and Hudson.

Roman, K. & Maas, J. (2003). How to Advertise: What works, what doesn't - and why, 3rd Edition.

London: Hogan Sullivan, L. (2008). Hey, Whipple, Squeeze This: A Guide to Creating Great

Advertising, 3rd Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Additional Costs

To develop, record and present creative advertising ideas, students will need to purchase either an A3 or A2 drawing pad.

Course Evaluation and Development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convener and tutors. Feedback and evaluation is used to improve the course each semester. For example, a group project has been removed from the assessment tasks in 2019 based on student feedback in 2018. More time has been made available for in-class clinics to review and improve student creative concepts in 2022 based on student feedback in 2021. From 2024, most creative briefs will be developed by students in pairs rather than individually, based on feedback from 2023. Students are encouraged to participate in online surveys later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	James Wiggins		Room 105, Robert Webster Building	02 9385 4865	Please arrange in-person, phone and video appointments by email	Yes	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

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

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

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.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, 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://student.unsw.edu.au/how-submit-assignment-moodle>

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](#).

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>