

**ADVERTISING ICS AT ILOCOS SUR POLYTECHNIC STATE COLLEGE
SANTA MARIA, ILOCOS SUR**

**ANGELICA R. BERBANO
ELIZABETH V. ULIDAN
MARY JOY FELISAN
KHAYZEE C. CASIA**

**A CAPSTONE PROJECT PRESENTED TO THE FACULTY OF THE
ILOCOS SUR POLYTECHNIC STATE COLLEGE
INSTITUTE OF COMPUTING STUDIES
SANTA MARIA, ILOCOS SUR**

**IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS
FOR THE DEGREE OF**

**BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
(GRAPHICS AND ANIMATION)**

JUNE 2018



TABLE OF CONTENTS

Preliminaries	Page
TITLE PAGE	i
APPROVAL SHEET	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii

CHAPTER

I

INTRODUCTION

Project of Content	1
Problem	2
Purpose and Description	3
Review Literature	4
Objectives	9



Scope and Limitation	9
----------------------	---

II**METHODOLOGY**

Development Model	11
-------------------	----

Project Plan	13
--------------	----

Project Team Assignment	14
-------------------------	----

III**RESULTS AND DISCUSSIONS**

RESULT	17
--------	----

DISCUSSION	17
------------	----

CONCLUSION	17
------------	----

RECOMMENDATION	17
----------------	----

REFERENCES	29
-------------------	----

ACKNOWLEDGEMENT	31
------------------------	----

APPENDICES	33
-------------------	----

CURRICULUM VITAE	47
-------------------------	----



Chapter I

INTRODUCTION

Project Context

Technology introduces innovations in almost all fields of society. Education, most especially, had shifted from the traditional teaching to innovate flat forms embedding these technologies to interact with students, with somehow facilities learning. As these technologies dominate the I.T classrooms emergence of project and other endeavors are being proposed and undertaken by students to further test of the efficiency and effectiveness of such projects. And one of these projects is the creation of an advertisement.

Advertisement of video and brochure for school, colleges and universities is becoming very popular and institutions are all too aware of the power of video marketing when it comes to advertising and appealing to prospective students and parents. But all too often the video and brochure marketing output can look a little familiar, Advertising Video and brochure for Schools, Colleges and Universities tends to follow a familiar formats and run the risk of becoming slightly bland, Because part of their target audience are the young people potentially going frog to school, presenting original and engaging video marketing is vital. (DLF Teaching Development Team, 2014).

**Problem**

The provision of a rich and interactive feature in advertising a school, enables target audiences (students who will be enrolling in the school) to access information about the school wherever they are; without the need to visit the school or make ocular inspection of the location of the school at a defined time. Furthermore, the use of audio and video also makes it possible to present information in different ways and enables different forms of interaction with learners. Utilizing audio and video to support accessibility of information in the school could be made very possible with the speedy internet or a reliable and fast connection. (Oliver et al. 2012). Audio and video materials can be used to enhance video presentation by showing real life scenarios, explaining concepts, observing social groups, and acting as triggers for discussion. They are also able to bring experts and viewpoints to the student learning experience and are excellent at bringing students to come and enroll at the campus. With the utilization of different of animation, video editing, sound integration (narration in the video) makes some advertisement video rich in its contents and quality. Thus, when this features were all integrated in the video, it makes it more appealing to audience making them watch it from beginning to end.

Ilocos Sur Polytechnic State College, Sta. Maria Campus offers different course ranging from field of Agriculture, Hospitality



Management, and Technical Teacher education and also in the field of Information Technology. It was also observed that IT is the one of the banner flagship of the campus. Every the enrollment increases but only thru a meager percentage. While other courses increase in a large amount in terms of this aspect. While the guidance office is responsible in education campaign, it would be safe to say that only a few information is disseminated to students with it comes to different courses that are offered in the school, especially in the I.T course.

Purpose and Description

This study aimed to develop an Advertising Video and Brochure of ICS Department of ISPSC Sta. Maria which will provide solution to the traditional way to advertise the college.

ICS Department

The department can outline the advantages offered by its campus, programs, and faculty.

Future College Students. The viewing of the video will help them get a better insight of the school, its curricular offerings, facilities and the different features and the buildings that comprise the school.

Researchers and Future Researchers. The researchers are able to put into practice the theories learned. It also leads the development of their skills in programming, video creation and edition. For the future



researchers, the study will serve as a benchmark features and manipulation of different software.

Review of Literature

This chapter primarily presents the different researchers and other literatures both foreign and local researchers, with a significant bearing on the variables included in the research. It focuses on several aspects that will help in the development of this study.

Advertising is always present, though people may not be aware of it. In today's world, advertising generates uses every possible media to get its message though. It does this via television, print (newspapers, magazines, journals etc), radio, press internet, direct selling, hoardings, mailers contests, sponsorships, porters, clothes, events, colors, and sounds, visual and even people (endorsement). Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investment needed for advertising.

For Batra et al., the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory (Chamberlin). The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable i.e. sales. The aim is to seek the best combination



of the determinants of the sales increase. There are two opposite sociological perspectives to the advertising function in society. The first maintains a positive approach to advertising contemporary. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Friedman, 1979).

A brochure is used as invitations are quite common nowadays. You can use it whether for business events or a personal party. One of the benefits of using brochure invitation is that they are perfect for easy viewing. You can see details laid out in a single sheet, whereas traditional invitation are often divided into pages. Invitation done in a brochure format also allows you to put more information and even images in your materials. Furthermore, traditional invitations have a higher chance of recipients losing a page or two.

Brochure invitation often use 2-3 panel clean folding styles like bi-fold and tri-fold. But any type of fold is applicable for this material, so it really depends on how creative and innovative you want to be. They



are available for printing in any standard brochure sizes like 8.5" x 5.5"
& 8.5"x11" (Wiley, 2011, p.22)

Adobe Premiere is a timeline-based video editing app developed by Adobe Systems and published as part of the Adobe Creative Cloud licensing program. First launched in 2003, Adobe Premiere Pro is a successor of Adobe Premiere (first launched in 1991). It is geared towards professional video editing, while its sibling, Adobe Premiere Elements, targets consumers market. CNN was an early adopter of Adobe Premiere. Also, in 2007, certain BBC departments adopted Premiere. It has been used to edit feature films, such as *Dead pool*, *Gone Girl*, *Captain Abu Raed*, and *Monsters*, and other venues such as Madonna's Confessions Tour. Premiere Pro is the redesigned successor to Adobe Premiere, and was launched in 2003. Premiere Pro refers to versions released in 2003 and later, whereas Premiere refers to the earlier releases. Premiere was one of the first computer-based NLEs (non-linear editing system), with its first release on Mac in 1991. Adobe briefly abandoned the Mac platform after version 6 of Premiere. Up until version Premiere Pro 2.0 (CS2), the software packaging featured a galloping horse, in a nod to Edward Muybridge's work, "Sallie Gardner at a Gallop". Premiere Pro supports high resolution video editing at up to 10,240 × 8,192 resolution, at up to 32-bits per channel color, in both RGB and YUV. Audio sample-level editing, VST audio plug-in support, and 5.1 surround sound mixing are available. Premiere Pro's



plug-in architecture enables it to import and export formats beyond those supported by QuickTime or DirectShow, supporting a wide variety of video and audio file formats and codecs on both Mac OS and Windows. When used with Cuneiform's Neo line of plug-ins, it supports 3D editing with the ability to view 3D material using 2D monitors, while making individual left and right eye adjustments.

Adobe Photoshop was created in 1988 by Thomas and John Knoll. Since then, it has become the *de facto* industry standard in raster graphics editing, such that the word "Photoshop" has become a verb as in "to Photoshop an image," "photo shopping" and "Photoshop contest", though Adobe discourages such use. It can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, CIELAB, spot color and duotone. Photoshop has vast support for graphic file formats but also uses its own PSD and PSB file formats which support all the aforementioned features. In addition to raster graphics, it has limited abilities to edit or render text, vector graphics (especially through clipping path), 3D graphics and video. Photoshop's feature set can be expanded by Photoshop plug-ins, programs developed and distributed independently of Photoshop that can run inside it and offer new or enhanced features.



Photoshop's naming scheme was initially based on version numbers. However, in October 2002, following the introduction of Creative Suite branding, each new version of Photoshop was designated with "CS" plus a number; e.g., the eighth major version of Photoshop was Photoshop CS and the ninth major version was Photoshop CS2. Photoshop CS3 through CS6 were also distributed in two different editions: Standard and Extended. In June 2013, with the introduction of Creative Cloud branding, Photoshop's licensing scheme was changed to that of software as a service rental model and the "CS" suffixes were replaced with "CC". Historically, Photoshop was bundled with additional software such as Adobe Image Ready, Adobe Fireworks, Adobe Bridge, Adobe Device Central and Adobe Camera RAW.

Alongside Photoshop, Adobe also develops and publishes Photoshop Elements, Photoshop Light room, Photoshop Express and Photoshop Touch. Collectively, they are branded as "The Adobe Photoshop Family". It is currently a licensed software.

Photoshop CC 2015 was released on 15 June 2015. Adobe added various creative features including Adobe Stock, which is a library of custom stock images. It also includes and have the ability to have more than one layer style. For example, in the older versions of Photoshop, only one shadow could be used for a layer but in CC 2015, up to ten are available. Other minor features like Export As, which is a form of the Save For Web in CC 2014 were also added. The updated UI as of 30



November 2015 delivers a cleaner and more consistent look throughout Photoshop, and the user can quickly perform common tasks using a new set of gestures on touch-enabled devices like Microsoft Surface Pro. CC 2015 also marks the 25th anniversary of Photoshop.

The study aimed in creating advertising video and brochure for the Institute of Computing Studies of ISPSC, Sta. Maria, Ilocos Sur

Statement of Objectives

Specially, it sought to answer the following:

1. To determine the media on how to advertise ICS.
2. To design and create an advertising video and brochure for ICS
3. To test the validity of Advertising ICS at ISPSC Sta. Maria Ilocos Sur.

Scope and Limitation

The study was conducted during the school year 2017-1018 at Ilocos Sur Polytechnic State College. The project focused on the development of advertising video and brochures that would show the ICS goals, vision and mission, buildings and computer laboratories. The proponents used digital camera to capture and record the videos. The proponents used Adobe Premiere to edit the video and the brochure used Adobe Photoshop to layout.



This study is limited only to ICS Department of ISPSC Sta. Maria Campus. The other departments are not included.



Chapter II

METHODOLOGY

Software Development Model

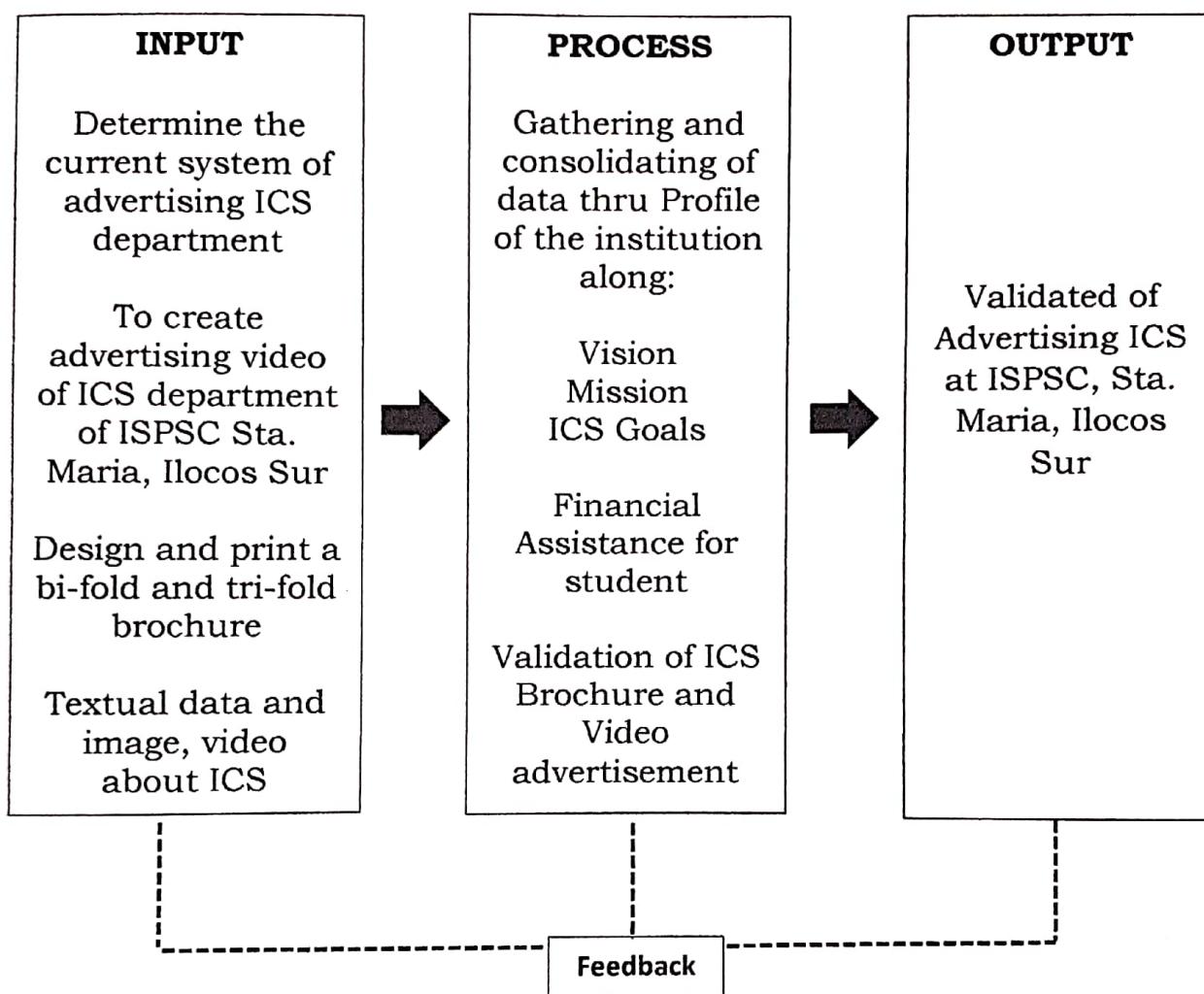


Figure 1. Research Paradigm

Figure 1 shows the Research Paradigm. It consists of the input, process and the output variables as the components of inquiries. The Input is the source of information used by the developer to fully understand the scope of their study. The process comprises procedures,



and the Output is the outcome of the boundaries of the most applicable quality tools to attain quality of the proposed advertisement.

The first step that the proponents executed was determining the current system of advertising ICS department. To create advertising video of ICS department of ISPSC, Sta. Maria, Ilocos Sur. To design and print a bi-fold and tri-fold brochure.

The proponents generated a plan through brainstorming to come out with ideas in making an advertisement for ICS.

This was the next step that the proponents executed, the process it is the most important part of the project. It is the series of actions that produce something or that lead to a particular result. Process is a photochemical or photoengraving method collectively.

The proponents used in the projected are Gathering and consolidating of data thru Profile of the institution along:

Vision, Mission, ICS Goals, Curricular offering of ICS, Financial Assistance for student.

This is the last variable that the proponents executed it is the output of the project is the desired result that was finalized by the proponents and it came out with an interesting Advertising of ICS at Ilocos Sur Polytechnic State College, Sta. Maria, Ilocos Sur.



If ever that there were corrections the proponents can go back where they can integrate the corrections on any of the 3 variables because of the feedback that connects the entire diagram.

The only relevance of the IPO to our study was the inputs are recommended features in creating advertisement of ICS which serve as the basis of the developers in creating advertisement. This phase the proponent gathered and consolidated data through the Vision, Mission, ICS Goals, Curricular offering of ICS, Financial Assistance for student and they captured image of different sites in ICS Department. Process is the most important phase of the model because it is where the development is done. The processes used in the project include the analysis of data gathered. The output of the study was projects here. The proponents will print the brochure in the printing press in order for better output.

Table 1. Project Plan

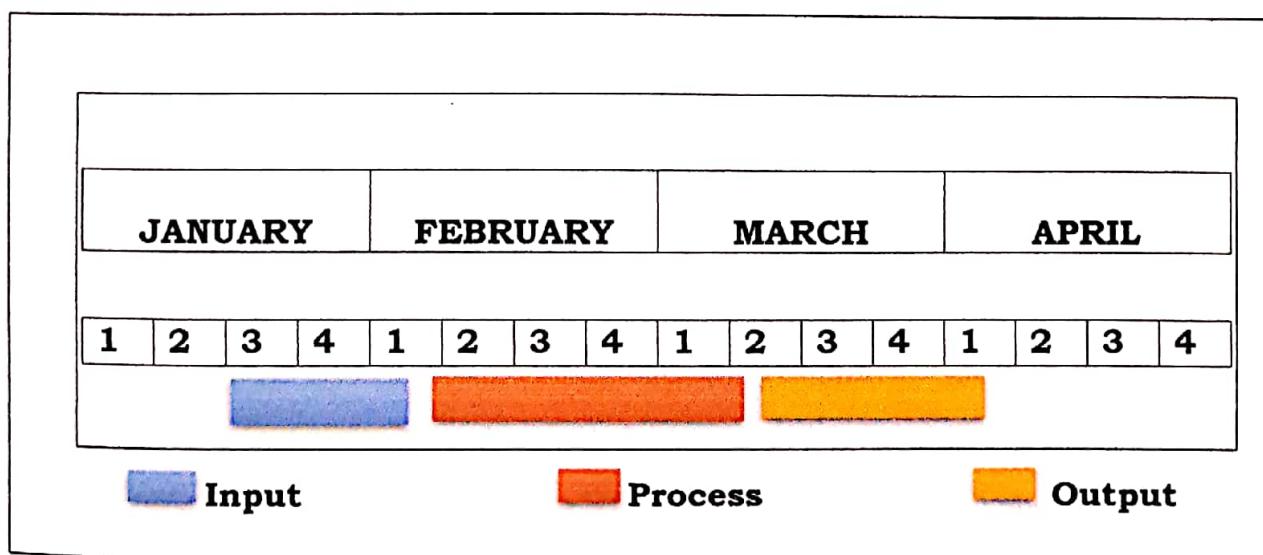




Table 1 presents the timeline of activities for the proposed advertisement. In this figure, the activities were done on each week with the duration of activities. The longest week that the proponents will undergo will be the process, it will take six weeks because this will be the time where proponents will be editing the advertisement video and textual data about ICS Department that they have taken and this will be the time to create video advertisement and advertisement brochure of ICS while the shortest time that the proponents will undergo will be the input, it will only take two weeks because they will only gather pictures and take videos inside the ICS Department of ISPSC Sta. Maria, Ilocos Sur.

Project Staff

Table 2. Project Team Assignment

Project Role	Proponents	Assignment
Analyst	Angelica R. Berbano	System designer, Research and documenter
Developer	Khayzee C. Casia	System designer, Research and documenter
Researcher	Mary Joy Felisan	Research and documenter
Researcher	Elizabeth V. Ulidan	Research and Documenter

Table 2 shows the respective assignment of each member of the group. Each of them was designated as analyst, designer and documenters. Each member would be working closely together for the



completion of the project. The analyst will be the one to analyze all the data given by the designer. While the developer had utilized the necessary data the study. needed in And the documenter is responsible in checking the grammars, interpretations and all the data that we implement to our research work, documenter will also responsible in taking note of the project and will be the one responsible in the writing up of the manuscript, while the data gatherer would be working with the further research for the comparison through references through interview, books and internet research that the book detail do not have.

The researchers utilized the following techniques in gathering the necessary in the study. The proponents asked permission of Mr. Jayzon P. Umangay, Our thesis adviser and an IT Instructor of ICS Department. When the permission was granted, 5 IT instructors and 10 students comprises the pool of evaluators. The survey was conducted according to the available time of the surveyor. After the survey, tally sheet was utilized. Then the determination of the advertising video and advertisement brochure, the developers had started to compile the necessary information for the development of advertising video and advertisement brochure. The researchers had been adopted the IMMS (Instructional Material Motivation Scale) to gather the data needed by the researchers to identify the validity of the advertising video and brochure to get the mean in each category and to get the grand mean of the brochure.



The developer had utilized the following techniques in gathering the necessary data in the study.

Survey. Survey method is used in gathering information. A survey is a collection of ideas to be collected. The researchers surveyed the faculty and study to be able to know there opinion and ideas in many expressions that they usually used. The set of questions was studied carefully by the adviser approval. The survey was conducted according to the available time of the surveyor. After the survey, tally sheet has been utilized.

Questionnaire. The questionnaire has been adopted to gather the data needed by the researchers to collect the validity of the advertising video and brochure to get the mean in each category and to get the grand mean of the advertising video and brochure.

Table 3. Data Categorization

Scale	Statistical Range	Descriptive Rating
5	5.00-4.20	Strongly Agree
4	4.19-3.40	Moderately Agree
3	3.39-2.60	Agree
2	2.59-1.80	Moderately Disagree
1	1.79-1.00	Strongly Disagree



REFERENCES

- Association for Career and Technical Education (ACTE). (2002, february). Celebrating 75 years of success. Techniques, 77(2), 20-45.
- Barlow, M. L. (Ed). (1974). the philosophy for quality vocational education. Paper presented to the Center for vocational Educationn and the Ohio State University staff, Columbos. OH.
- Barlow, M. L. (Ed). (1974) the philosophy for quality vocational education programs, Washington, D.C: American Vocational Association.
- Brewer, E.W., Campbell, A.C. & pretty, G. C. (200). Foundation of workforce education. Dubuque, AI: KendaVHunt Publishing.
- Brewer, E. W. & Achilles, C. (2008). Findingfunding. ' Grandwriting from start to finish, including project management and internet use (5th ed). Newbury Park, CA: Corwin Press.
- Business Dictionary (2016) Input-process-Output Diagram. Retrieved on On November 21, 2015 from <http://www.bussinessdictionary.com/definition/input-process-out-putdiagram.html>
- Calhoun, C. C., & finch, A. V. (1976). Vocational and career education: concepts and operations. Belmont: Wadsworth Publishing Corp.
- Case, P., & Hino, J. (2010). A powerful teaching tool: Self-produced Videos. Journal of Extension [On-line], 48(1) Article 1TOT3. Available at: <http://www.joe.org/joe/2010february/tt3.php>
- Kinsey, J., &
- Deana Meste (), Why is brochure Design an Important Marketing Tool? Retrieved 2011on November 7 2015. From <http://www.webkraze.in/brochure-designing/why-is-brochure-Design-animportant-marketing-tool>,
- Henneman.A.C (2011). Making your online video. Journal of Extention [On-Line], 49 (4) Article 4TOT3. Available at: <http://www.joe.org/2011augost/tt3.php>
- [Http://www.ibmm.com/developworks/community/blogs/siddhartsaraya?lang=en](http://www.ibmm.com/developworks/community/blogs/siddhartsaraya?lang=en)



Miller, M. T. (1993), the historical development of vocational education in the United States: Colonial America through the Morrill legislation. (ERIC) Document Reproduction Service No. ED 360481).

Sylvia Lewis,(2015), Importance of brochure, Retrieved on November 10, 2015 from
<http://www.creativedigest.co.uk/importance-of-brochure-Advertising-for-successful-marketing/>.

Thompson, J. F. (1973). Foundations of vocational education. Englewood Cliffs, NJ: Prentice-Hall, Inc.

Wonacott, M. B. (2003). History and evolution and career-technical education. A Compilation, (Report No. ED-99-CO-0013). Columbos, OH: ERIC Clearinghouse on Adult, Career, and Vocational Education. (ERIC Document Reproduction Service. No. ED 482359)