



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

PROGRAM	DIPLOMA IN GRAPHIC DESIGN
COURSE NAME	ADVERTISING AND COMMUNICATION
COURSE CODE	DPE 4013
CREDIT HOUR	3
SYNOPSIS	The course in advertising and visual communication involves an innovative program of study that integrates professional training of the graphic design artist intended in the most traditional terms (illustration, lay-out, poligraphic techniques for publishing) together with the development of graphic design directed towards new multimedial systems (internet, etc.).
COURSE STRUCTURE	
CHAPTER	TOPICS
1	MODULE 1: Advertising and Visual Communication Methodology 1.1 Advertising theoretical lessons, 1.2 Practical individual and group exercises 1.3 Laboratory activities
2	MODULE 1: Advertising and Visual Communication Methodology 1.4 Visits to design studios, , trade fairs, , workshops, exhibitions 1.5 Working in the different fields of visual communication.
3	MODULE 2: Communication theories 2.1 Analyzing advertising: the critique process 2.2 History of advertising 2.3 Demonstration
4	MODULE 2: Communication theories 2.4 Testimonial 2.5 Declarations 2.6 Slice of life 2.7 Ideas, fantasy, etc.
5	MODULE 2: Communication theories 2.8 Semiotic analysis. 2.9 Rhetorical appeals. 2.10 Gestalt and perception.
6	MODULE 3: Attributes of various media formats 3.1 Print media: newspapers, magazines 3.2 Collateral 3.3 Movies
7	MODULE 3: Attributes of various media formats 3.4 Product placement. 3.5 Images with Messages. 3.6 TV & Media
8	MODULE 3: Attributes of various media formats 3.7 Internet. 3.8 Interactive Advertising



9	MODULE 4: Visual Communication Learning Outcomes 4.1 Communication Skills - Demonstrate effective skills in visual communication, speaking, writing, listening, reading and computer literacy 4.2 Thinking Skills - Demonstrate abilities on conceptual, logical, and intuitive thinking within a variety of contexts 4.3 Global Perspectives - Demonstrate an understanding of differences in cultures and societies.
10	MODULE 4: Visual Communication Learning Outcomes 4.4 Artistic Discernment - Show an ability to discern artistic merit of diverse forms of art/ design in their contexts. Be able to defend critical interpretations concerning the significance of artistic expression. 4.5 Self Directed Learning - Demonstrate responsibility for independent learning and perseverance towards goal attainment. 4.6 Collaboration - Understand and practice collaboration in appropriate situations
11	MODULE 5: Visual Persuasion: Evaluation 5.1 Process 5.2 Research methods 5.3 Solutions in design problems 5.4 Historical background and functional concerns
12	MODULE 5: Visual Persuasion: Evaluation 5.5 Exploration 5.6 Concept 5.7 Realization 5.8 Visual organization 5.9 Communication
13	MODULE 5: Visual Persuasion: Evaluation 5.10 Color 5.11 Aesthetic and emotive 5.12 Concerns 5.13 Professionalism
14	MODULE 6: Principles and techniques of advertising design 6.1 Illustration, 6.2 Lay-out, 6.3 Poligraphic techniques (for publishing) 6.4 Development of graphic design 6.5 New multi-medial systems 6.6 Internet, etc 6.7 Photography, 6.8 Use of the image 6.9 Study of color theory 6.10 Dynamics of publicity.
References:	1. Book of branding: A guide to creating brand identity for start-ups and beyond: Malinic, Radim : 2019/11 ISBN 9780993540035 2. Brand Identity Essentials : 100 principles for building brands : Boldermann, Kevin / Kim, Yang: 2019/04 : Rockpot Pub (USA) : ISBN 9781631597084

