

Advertisement

Objectives

This subject aims to give an understanding the role of advertising in public life, where it clashes with business, creativity, user needs and interests of the legal regulation of its place in the visual communication system, advertising, graphic design specifics; familiarising with the graphic programs, CorelDraw, Adobe Photoshop, Flash, for the purpose of choosing the most appropriate graphics and colour expression of the elements that contribute to achieving the most effective expression of the idea of the result, while maintaining the integrity of the style; to create and edit graphics and electronic images; develop the ability to organize the work from the starting point of the vision ideas to the final product.

Unit includes:

1. The beginning of advertisement, its' evolution and core elements of development.
2. The essence of advertisement, activities, functions. Role of communication in the advertisement process.
3. Advertisement psychology. Customer behaviour.
4. Dissemination tools and their classification for advertisement. Non traditional advertisement tools.
5. Ethics of advertisement. Legal restrictions and its' adaptation in practise.
6. Advertisement surveys: plan and budget formation, valuation of effectiveness.
7. Interaction with advertisement and public relations. Commercial and social advertisement.
8. Promotion – tool for advertisement and enterprise image formation.

ECTS credits: 3 credits

Student's workload: 80 hours

Language instruction: English.

Teaching methods: lectures, workshops, individual studies.

Assessment: Lectures combined with a class work to make the learning process more interactive. Final written exam.

Learning Outcomes:

Knowledge of advertisement history.

Ability to evaluate legal aspect of advertisement possibilities.

Ability to plan advertisement activities.

Ability to coordinate advertisement activities.

Ability to work with graphic software: learn to work with texts and graphic pictures.

Ability to manage preparation of project advertisement ideas to the society.

Understanding of the advertisement role in social life.

Understanding of the specifics of graphic design in advertisement.

Ability to make advertisement surveys.

Knowledge of methods of effective advertisement determinations.

Knowledge of specifics of advertisement planning.