

MCA-374 Copywriting and Art Direction (3 Credit Hours)

Course Objectives

1. The course teaches students the discipline of advertising writing and art direction. Built around the demands of the job, the course parallels the working practices of an advertising agency. Students are given a wide range of creative briefs which enables them to conceptualize imaginative advertising ideas for real products and brands. Together the copywriters and art directors/visualizers will brainstorm ideas for websites, commercials, print ads, billboards, phone apps or any other medium that can solve the client's problems (as identified in the briefs given to them). The team will use their knowledge of pop culture and insights into the human condition to create content that is meaningful, entertaining or useful to consumers. Over the semester, students will build a portfolio of professionally designed advertising campaigns in order to interest prospective employers.

Learning Outcomes

2. After completion of course, students shall be able to demonstrate:
- a. Copywriting skills - including skills in planning a message strategy, writing creatively, writing to meet a client brief, and writing to target an audience.
 - b. Art directing skills - including skills in planning and managing the visual side of a creative campaign, and working with and briefing producers
 - c. An in-depth understanding of execution tactics, storytelling approaches, and creative appeals, frequently used in advertising.
 - d. Skills needed to plan and direct creative content in different contexts, including an understanding of audience research and testing
 - e. An understanding of the relationships between words and images and the skills required to manipulate those relationships
 - f. An understanding of the techniques involved in testing advertisements, drawing on audience responses and contemporary advertising theory.

3. Contents

- a. The roles of copywriters and art directors
- b. Understanding and measuring audience involvement
- c. Short and crisp stories in advertising
- d. Developing moodboards and storyboards
- e. Creatively exploiting rational and emotional appeals

- f. How to brainstorm.
- g. Developing big ideas for ads and creative campaigns
- h. Developing and implementing the message strategy
- i. Developing advertising copy
- j. Developing advertising imagery
- k. Design and aesthetic issues for art directors
- l. Understanding and using audience research that provides powerful insights into human
- m. behaviour
- n. Evaluating ad campaigns
- o. Advertising in non-product environments

References

1. Felton, G. (2006). *Advertising concept and copy*. (2nd Edn.) NY, London: W. W. Norton and Company.
2. Landa, Robin (2004). *Advertising by design: creating visual communication with graphic impact*. Hoboken : J. Wiley & Sons, 2004.
Ward Burton, Philip (1999). *Advertising copywriting*. McGraw Hill/Irwin.
3. Felton, G. (1994). *Advertising concept and copy*. Englewood Cliffs: Prentice-Hall.
Jewler, J. & Drewniany, B. (2001). *Creative strategy in advertising* (7th ed.). Belmont: Wadsworth.
4. Moriarty, S. (1991). *Creative advertising: Theory & practice*. Englewood Cliffs, NJ: Prentice Hall. Schudson, M. (1993). *Advertising, the uneasy persuasion* (3rd ed.). London: Routledge.