

# COM3412: ADVERTISING PRODUCTION DESIGN

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## Effective Term

Semester A 2024/25

## Part I Course Overview

### Course Title

Advertising Production Design

### Subject Code

COM - Media and Communication

### Course Number

3412

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

English [For practicum: English and Chinese ]

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

English supplemented by Chinese.

This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

**Exclusive Courses**

Nil

**Part II Course Details****Abstract**

This course is designed to analyze theories and practice in an innovative advertising production design under the Chinese and international contexts. Students will discover the design process of advertising and the critical principles of design. They will also detect ways through which different creative ideas can be produced using print or TV production techniques. They will analyse factors affecting effective print layout and typography, and diagnose various types of filming techniques and conditions of usage.

**Course Intended Learning Outcomes (CILOs)**

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Discuss the design process of advertising and the critical principles of design		x		
2	Analyze ways through which different creative ideas can be produced using video or TV production techniques		x	x	
3	Evaluate and explain various types of filming techniques and conditions of usage		x	x	x
4	Create innovative short video and television commercials that are up to professional standards		x	x	x

**A1: Attitude**

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

**A2: Ability**

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

**A3: Accomplishments**

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Learning and Teaching Activities (LTAs)**

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Student will discuss concepts and theories covered in the lectures	1, 2	1 (for 12 weeks)
2	Exercises	Student will engage in evaluating popular ads (focusing on different approaches of designs), from local and worldwide TV commercials	1, 2	2 (for 12 weeks)

3	Assignment/Project	Student will participate in creating innovative advertising copywriting and storyboard writing in both Chinese and English	1, 2, 3, 4	Throughout the course
4	Assignment/Project	Student will engage in creating innovative TVC and short video	1, 2, 3, 4	Throughout the course

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Analyze and critique current TV commercial	1, 2	20	50% in Chinese
2	Create innovative TV commercial in the final project	1, 2, 3, 4	30	50% in Chinese
3	Generate new and creative ways of advertising video	1, 2, 3, 4	30	50% in Chinese
4	Enhance copywriting skill via weekly exercise	1, 2	20	50% in Chinese

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Analyze and critique current TV commercial via presentation

**Criterion**

Ability to analyse the difference between 2 TV commercials in terms of the structure, tagline, message, shooting techniques and the reasons behind

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Assessment Task**

Group project of TV commercial and short film creation and presentation

**Criterion**

Ability to produce an creative TV commercial and an innovative short film in a professional manner

**Excellent (A+, A, A-)**

High

**Good (B+, B, B-)**

Significant

**Fair (C+, C, C-)**

Moderate

**Marginal (D)**

Basic

**Failure (F)**

Not even reaching marginal levels

**Part III Other Information****Keyword Syllabus**

Principles of design, Layout and typography, Arrangement of headlines, Illustrations, Artwork preparation, Storyboard, Special effects, Rushes, Control / Traffic System, Exterior shooting location, Live action, Model animation, AIDA techniques, innovative method, creative TV commercial.

**Reading List****Compulsory Readings**

Title	
1	Shimp, T. A. (2007). Integrated Marketing Communications in Advertising and Promotion (7th ed.). Mason, OH: Thomson/South-Western.

**Additional Readings**

Title	
1	Belch, G. E., & M. A. Belch (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.
2	Ciambrone, D. F. (2008). Effective Transition from Design to Production. Boca Raton, FL: Auerbach Publications.
3	Barnwell, J. (2004). Production Design: Architects of the Screen. London: Wallflower.
4	Mascelli, J. V. (1965). The Five C's of Cinematography: Motion Picture Filming Techniques. Los Angeles: Silman-James Press.
5	何潔 (2003)。廣告與視覺傳達。中國輕工業出版社。
6	廣告創作 (2003)。嶺南美術出版社。
7	時尚廣告設計博覽 (2003)。上海科學普及出版社。