

COM3412: ADVERTISING PRODUCTION DESIGN

Effective Term

Semester A 2025/26

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 app.)	DEC-A1	DEC-A2	DEC-A3
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 ("- for nil entry)	Allow Use of GenAI?
1	Analyze and critique current TV commercial	1, 2	20	50% in Chinese	No
2	Create innovative TV commercial in the final project	1, 2, 3, 4	30	50% in Chinese. Using A.I. to generate the storyboard (occupies 3% score)	Yes
3	Generate new and creative ways of advertising video	1, 2, 3, 4	30	50% in Chinese. Using A.I. to generate the storyboard (occupies 3% score)	Yes
4	Enhance copywriting skill via weekly group exercise	1, 2	20	50% in Chinese	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Analyze and critique current TVC

Criterion

Ability to analyse and critique an existing case

Excellent (A+, A, A-)

Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good (B+, B, B-)

Work involved adequate analyses, clear/logical arguments, and good presentation.

Fair (C+, C, C-)

Work involved acceptable analyses, and clear presentation.

Marginal (D)

Work involved clear presentation.

Failure (F)

Work that has no logic or unclear.

Assessment Task

Create innovative TV commercial in the final project

Criterion

Ability to produce an innovative TVC

Excellent (A+, A, A-)

Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good (B+, B, B-)

Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation

Fair (C+, C, C-)

Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Marginal (D)

Work involved, original thoughts, clear/logical arguments, and good presentation

Failure (F)

Work that has no logic or unclear.

Assessment Task

Generate new and creative ways of advertising video

Criterion

Ability to produce an innovative advertising video

Excellent (A+, A, A-)

Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good (B+, B, B-)

Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Fair (C+, C, C-)

Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Marginal (D)

Work involved, original thoughts, clear/logical arguments, and good presentation.

Failure (F)

Work that has no logic or unclear.

Assessment Task

Enhance copywriting skill via weekly exercise

Criterion

Assess the ability of the students to apply the copywriting skills learnt via class exercise

Excellent (A+, A, A-)

Work that demonstrates full understanding of the copywriting skills covered in the class.

Good (B+, B, B-)

Work that demonstrates good understanding of the copywriting skills covered in the class.

Fair (C+, C, C-)

Work that demonstrates adequate understanding of the copywriting skills covered in the class.

Marginal (D)

Work that demonstrates minimal understanding of the copywriting skills covered in the class.

Failure (F)

Work that demonstrates little understanding of the copywriting skills covered in the class.

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	廣告文案全攻略：香港實戰版, 范俊南 & 黃擎天, 明窗出版社有限公司, ISBN: 9629730650
2	新一代廣告人語 / 比比著, 羅富明, 華漢, ISBN: 9622880533
3	More words that sell : a thesaurus to help you promote your products, services, and ideas, Bayan, Richard, McGraw-Hill, ISBN: 0071418539