



COURSE OUTLINE

FALL 2020

Course Title: **VISUAL DESIGN AND MARKETING**

Course Code: **VDM-129**

Credit Hours: **03**

Instructor: **Ms. Mariam Ikram**

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**DESCRIPTION**

The course provides the opportunity for students to gain proficiency in industry-current technology, and specialities such as digital photography, digital media production, and strategic marketing that can be valuable in the marketplace. This hybrid course with the blend of multimedia, graphic design and business can add up the value of a bachelor degree not just to help students advance in their career but also to help them increase their knowledge and the scope of their skills. Using the above skills graduates can set up their own business that is related to the communication design field.

By controlling colour, type, movement, symbols, and images, the visual communication designer creates and manages the production of visuals designed to inform, educate, persuade, and even entertain a specific audience.

**Objectives:**

To provide an overview of advertising and graphic design, development of ideas in advertising, computer graphic design skills necessary in marketing communication, multimedia, printmaking, editorial design, photography, typography, and information graphics.

- Understand the development process of advertising and its impact on marketing and financial aspects.
- Gain in-depth understanding of the design using computer software to explore an imaginative solution to design problem.

- Plan advertising layout, develop advertising messages and execute advertising art effectively.

1. *Advertisement and Marketing communications: An Integrated Marketing Solution.* (2015). Retrieved from Tutorials Point: [www.tutorialspoint.com](http://www.tutorialspoint.com)
2. Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective.* The MacGraw-Hill.
3. Cundiff EW, Still RR, Dep. Basic Marketing
4. Starch Daniel, Principles of Advertising
5. Hepner, Harry, Modern Advertising

**Websites:**

[www.tutorialspoint.com](http://www.tutorialspoint.com)

<http://creately.com/blog/visual-communication-marketing/>

**CONTENTS**

1. Advertising and Communication Process
2. The Advertising Agency
3. Components of Great Advertising and Creative Process
4. Designing Print Advertising
5. Consumer and consumer behaviour theories.
6. The Psychological Impact in Print Advertising; use of colour and visual
7. Factors Influencing Demand, Psychological, Sociological and Economic Factors
8. Format for Print Advertising
9. Print Production Process and Technology
10. Advertising for Special Purpose
11. Creating a Visual Package

## COURSE SCHEDULE

Week	Topics and Readings
1.	<b>Introduction of Visual Design and Marketing</b> <ul style="list-style-type: none"><li>• Visual Advertising</li></ul>
2.	<b>Advertising and Communication Process</b> <ul style="list-style-type: none"><li>• CHAPTER 2: Communication in Advertising</li></ul>
3.	<b>The Advertising Agency</b> <ul style="list-style-type: none"><li>• Functions &amp; Structure of Advertising Agency</li></ul>
4.	<b>Components of Great Advertising and Creative Process</b> <ol style="list-style-type: none"><li>1. The creative process and meaning of layout</li><li>2. Role of creativity in advertising and stages of ad design process</li></ol>
5.	<b>Designing Print Advertising</b> <ul style="list-style-type: none"><li>• Elements of Print Ad Copy</li></ul>
6.	<b>The Consumer Behaviour</b>
7.	<b>Consumer Behaviour Theories</b>
8.	<b>Mid Term Paper</b>
9.	<b>The Psychological Impact in Print Advertising; use of color and visual</b> <ul style="list-style-type: none"><li>• The Visual Elements in Advertising</li></ul>
10.	<b>Factors Influencing Demand, Psychological, Sociological and Economic Factors</b>

	<ul style="list-style-type: none"> <li>• Factors Influencing Consumer Behaviour: A Conceptual Frame Work</li> </ul>
11.	<b>Format for Print Advertising</b> <ul style="list-style-type: none"> <li>• Good Advertising Copy Attributes, Visualization and Layout</li> </ul>
12.	<b>Print Production Process and Technology</b> <ul style="list-style-type: none"> <li>• Print Ad Production Process</li> </ul>
13.	<b>Advertising for Special Purpose</b> <ul style="list-style-type: none"> <li>• Advertising Campaign</li> </ul>
14.	<b>Creating a Visual Package</b> <ul style="list-style-type: none"> <li>• Production of Ad for Electronic Media</li> </ul>
15.	<b>Presentations</b>
16.	<b>Final Term Paper</b>

## WRITTEN ASSIGNMENTS

### 1<sup>st</sup> WRITTEN ASSIGNMENT

Analyze the importance of advertising with special reference to brand consciousness in Pakistan.

### 2<sup>nd</sup> WRITTEN ASSIGNMENT

Advertising is deceiving. Visuals play crucial role in altering the buying behavior of customer. Do you agree or not? Analyze the junk food print ads and support your claim with logical arguments.

### 3<sup>rd</sup> WRITTEN ASSIGNMENT

Design a print ad depicting your personality.

### 4<sup>th</sup> WRITTEN ASSIGNMENT

Analyze the structure of top two advertising agency working in Pakistan.

### 5<sup>th</sup> WRITTEN ASSIGNMENT

Produce a visual package of the most beloved thing in your closet.

## PRACTICAL WORK

### Advertising Campaign

- Print Media Advertisement
- Electronic Media Advertisement

## ASSESSMENT CRITERIA

- **Mid-Term- 30**
- **Final-Term- 50**
- **Sessional - 20**
  - **Assignments and Quizzes: 2.5 Marks**
  - **Class Attendance and Class Participation: 2.5 Marks**
  - **Presentation- 15 Marks**

## RULES AND REGULATIONS

- All students **MUST** maintain an attendance of 75% in the course
- Students would not be allowed to sit in the class after ten minutes of class starting time.
- Keep your cell phones and laptops turned off during class. Be courteous to others and avoid unnecessary disruptions.
- Students are expected to participate actively in class discussions.
- Submit your assignments on time. Late submissions will not be accepted.
- All assignments must be typed (1.5 spacing; 12 point font) and proofread. Use standard formatting guidelines (choose any standard and stay consistent).
- Use emails for quick administrative communication only. For content and other course-related issues, please see me after class or during office hours.
- All grades are final. Please do not expect any grace points or extra credit options.

## COURSE ETHICS

Students are expected to abide by the rules of academic and personal honesty. Serious ethical violations include cheating, plagiarism, reuse of essays, improper use of the Internet and electronic services, alteration of graded essays, forgery, lying, and unfair competition.