

## DESCRIPTION OF THE STUDY SUBJECT

### Title

**ADVERTISING DESIGN**

### Scope of the subject

Semester	Mode of studies	Structure*				Total number of hours	Number of credits	Group and type of subjects
		L	Lw	C	S			
IV	Full-time	18	26	8	56	108	4	Elective subjects for deepening in the branch
VI	Part-time	12	12	28	56	108	4	

\*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

### Aim of the subject

To get familiarised with the specifics of advertising design, to be able to create advertising compositions. To be able to design advertising design using appropriate computer technologies, raise and realize creative ideas, to relate advertising design aims to the choice of the means of expression and the client's needs, to critically assess advertising design solutions. To be able to prepare advertising design projects for production and publishing.

### Necessary background knowledge for studying the subject

Students shall have heard the subject graphic design.

### Content of the subject

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	Lw	C		
1. History of advertising design. Advertising design development in Lithuania and the world. Impact of advertising on the user. Legal regulation of advertising tools.	8	-	-	-	8
2. Advertising methods and tools. Specifics of advertising tools. Advertising in printed media, TV advertising, radio advertising, web advertising, outdoor advertising. Selection of advertising methods and tools for a particular customer.	10	-	-	-	10
Test.	-	2	-	6	8
Laboratory works: • Application of promotional visual / textual message to different advertising compositions. Static solutions. • Creation of different format advertisement posters combining visual information and text messages.	-	8	2	10	20
<b>Preparation for the defence of laboratory works and their defence No.1</b>	-	2	1	4	7
Laboratory works: • Application of advertising visual / textual message in dynamic solutions and 3D compositions. • Innovative interactive advertising solutions.	-	12	2	16	30
<b>Preparation for the defence of laboratory works and their defence No.2</b>	-	2	1	4	7
<b>Project and its defence.</b> To prepare an advertising campaign using different advertising carriers.	-	-	2	16	18
<b>Total number of hours</b>	<b>18</b>	<b>26</b>	<b>8</b>	<b>56</b>	<b>108</b>

### Assessment of learning outcomes

Ten-point criteria-based assessment system as well as cumulative assessment using individual cumulative index (ICI) are applied. The overall grade is the sum of grades for intermediate accountings and project (PRJ) multiplied by weighted coefficients. Assessment formulae:

ICI = 0,2 T + 0,5 DLw + 0,3 PRJ where T – test, DLw – defence of laboratory works.

### Recommended literature

Key literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house	Number of copies and/or internet link		
				ŠSC library	Other premises	Other libraries *
1.	2015	Minkevičius R. Tarpukario Lietuvos reklama	R. Minkevičiaus individuali veikla	1	-	-
2.	2014	Šliburytė L. Reklama ir kūrybiškumas	Technologija	3	-	-

3.	2006	<b>Olins, Wally.</b> Prekės ženklas	Mūsų knyga	1	-	2
<b>Additional literature</b>						
<b>No.</b>	<b>Year of publishing</b>	<b>Author(s) and title of the publication</b>	<b>Publishing house and/or internet link</b>			
1.	2014	Šarkauskienė S. Vaizdinis palyginimas lietuviškoje spausdintinėje reklamoje	Edukologija			
2.	2013	Šliogerienė S. Reklamos gamybos technologijos	VŠĮ Socialinių mokslų kolegija			
3.		Graphic design junction	<a href="http://graphicdesignjunction.com">http://graphicdesignjunction.com</a>			
4.		Advertising Age	<a href="http://adage.com/channel/advertising/47">http://adage.com/channel/advertising/47</a>			
5.		Lietuvos grafinio dizaino asociacija	<a href="http://www.lgda.lt/">http://www.lgda.lt/</a>			

\* ŠAVB – Šiauliai Region Povilas Višinskis Public Library, ŠU – library of Šiauliai University

**Required material resources and their short description**

- **Equipment (devices):** computers (16 units), computers connected to the local network and connected to the Internet, multimedia projector, printer, drawing tablets, scanner.
- **Software:** Adobe Photoshop Extended CC, Adobe InDesign CC, Adobe Illustrator CC, Adobe Flash CC, Adobe Flash Builder CC, CorelDraw X6 or later versions.

**The description prepared by:**

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