

DESCRIPTION OF THE STUDY SUBJECT

Title

ADVERTISING IN MEDIA

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			
V	Full-time	12	43	10	70	297	11	Elective subjects for deepening in the branch
VI		10	56	12	84			
VI	Part-time	6	24	35	70	297	11	
VII		6	30	42	84			

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

Aim of the subject

To know and understand principles of operation and development of advertising media. To be able to independently plan advertising media tools, to prepare, test and place elements of advertising media online. To know and be able to use possibilities provided by computer animation technologies, to master basic principles of developing websites and forms of advertising media, to be able to animate web page components, to create media adverts combining various animation techniques and to publish them.

Necessary background knowledge for studying the subject

Students shall have heard subjects graphic design, internet technologies, multimedia hardware.

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. Description of online advertising, history, part of the advertising market. Internet advertising trends.	2	-	-	-	2
2. Online advertising target groups, formation of the message to the user. Planning of the advertising campaign.	2	-	-	-	2
3. Main types and forms of Internet advertising. Technical requirements for different types of online advertising.	4	-	-	-	4
Laboratory works: • A series of banners (static and dynamic) for the planned advertising campaign. • The design of the interactive pop-up banner for the planned advertising campaign.	-	21	3	22	46
Preparation for the defence of laboratory works and their defence No.1	-	2	2	10	14
4. Search engine optimization solutions for advertising websites: Google ADWords, SEO, SEM, Facebook edgerank.	2	-	-	-	2
5. Non-systematic advertising campaigns in blogs and social networks.	2	-	-	-	1
Laboratory works: • Advertising design for the advertising campaign via e-mail • Planning and development of the non-systematic advertising campaign	-	18	3	26	47
Preparation for the defence of laboratory works and their defence No.2	-	2	2	12	16
V semester. Total number of hours	12	43	10	70	135
Computer animation and its development process. <i>Animation of models and its principles. Animation in web site creation. Vector tools, text, symbols, addresses. Timeline. Animation types. Animation of parts of a moving object. Shots of changing shapes and motion.</i>	6	-	-	2	6
Laboratory works: <i>The user environment. Drawing tools and their properties. Formation of the text, symbols and addresses. Use of timeline. Changing shape and motion animation. Filter application. 3D element animation. Creation of the button symbol. Bitmap graphics animation.</i>	-	28	6	20	54

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	Lw	C		
Animation of website components. Creation of Internet advertising (advertising banners, pop-ups, etc.).					
Test. Creation of the animated web page component.	-	2	2	8	12
Publication of Internet advertising. Sound. Image. Realisation of sound and animation. Publishing.	4	-	-	4	8
Laboratory works: Sound loading and its editing. Image management. Creation of the interactive button. Publication of Internet advertising (advertising banners, pop-ups, etc.).	-	24	4	16	44
Individual work. Creation of the animated Internet advert.				24	24
Preparation for the defence of laboratory works and their defence	-	2	-	10	12
VI semester. Total number of hours	10	56	12	84	162
Total number of hours	22	99	22	154	297

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 defence of laboratory works (DLw) multiplied by weighted coefficients.
V semester. $ICI1 = 0,5 DLw1 + 0,5 DLwG2$
VI semester. $ICI2 = 0,3 IND + 0,3 T + 0,4 DLw3$
 $ICI = 0,4 ICI1 + 0,6 ICI2$

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.	2014	Šepetienė N. Kompiuterinė animacija Adobe Flash programa	Vilniaus dailės akademija	1	-	2
2.	2013	Vaira Ž., Linkuvienė D. Multimedijos technologijos. Mokymosi vadovas.	VšĮ Socialinių mokslų kolegija	http://www.esparama.lt/es_parma_pletra/failai/ESFproduktai/2013_Multimedijos_tehnologijos.pdf.pdf		
3.	2013	Jonikas D. Informacija ir komunikacinės technologijos rinkodaroje. Mokomoji priemonė	VšĮ Socialinių mokslų kolegija	http://www.esparama.lt/es_parma_pletra/failai/ESFproduktai/2013_IK_Rinkodaroje.pdf.pdf		
4.	2013	Šliogerienė S. Reklamos gamybos technologijos. Mokymo priemonė su praktinėmis užduotimis	VšĮ Socialinių mokslų kolegija	http://www.esparama.lt/es_parma_pletra/failai/ESFproduktai/2013_Reklamos_gamybos_tehnologijos.pdf.pdf		
5.	2013	Remeika A. Reklamos kampanijų kūrimas ir valdymas: pažingsniui nuo pradinio rinkos tyrimo iki reklamos poveikio įvertinimo. Mokomoji medžiaga su praktinėmis užduotimis	VšĮ Socialinių mokslų kolegija	http://www.esparama.lt/es_parma_pletra/failai/ESFproduktai/2013_Reklamines_kampanijos_kurimas_ir_valdymas.pdf.pdf		
Additional literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house and/or internet link			
1.	2012	Pringle, Hamish., Spending advertising money in the digital age :how to navigate the media flow	Philadelphia			
2.	2010	Mooij, Marieke K. Global marketing and advertising: understanding cultural paradoxes	SAGE			
3.	2010	Fraser, Matthew., Mano virtualieji aš : kaip socialiniai tinklai keičia gyvenimą, darbą ir pasaulį	Eugrima			
4.		Adnet media	www.adnetmedia.lt			
5.		How stuff works	http://computer.howstuffworks.com/web-advertising.htm			
6.						

* 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, reader, printer.
- **Software:** Windows 10 or later, Adobe: Photoshop Extended CC, After Effects CC, InDesign CC, Illustrator CC, Flash CC, Flash Builder CC or later versions, CorelDraw X6 or later versions.

The description prepared by:

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