Course Name : Dizajni i Reklamave (Kreativiteti, Produksioni)							
Course Code	**Course Type**	**Regular Semester**	**Lecture (hours/week)**	**Seminar (hours/week)**	**Lab. (hours/week)**	**Credits**	**ECTS**
MUL 202	B	Spring	2.00	0.00	0.00	1.50	3.00

Lecturer	Nevila Samarxhi, Msc
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	The Advertising Design course combines creative and logical thinking into an innovative form of communication that produces memorable television ads, intriguing billboards, compelling radio spots, printed advertisements, and other forms of public communication. This course covers both two-dimensional and three-dimensional problems related to graphic communication. It includes the conceptualization, visualization, and perceptual mechanics of art for reproduction, mastery, and enhancement from both a production and audience evaluation perspective. The course will address design strategies, sketching, pre-print design, computer-aided work, and design presentation. It will focus on providing an informative introduction to the field of graphic communication, including both traditional and digital techniques. Students will be guided in graphic design skills using tools, materials, and procedures relevant to communication art. The study will involve principles and concepts of presentation and design as applied to various tasks related to advertising and graphic design, such as advertisements, brochures, logos, letters, posters, and promotional materials.
Objectives	Introducing the world of advertising within a social and artistic-historical context through pragmatic projects and contemporary approaches, including advertising terminology and principles. Exploring formal research structures and methods for developing socially responsible and effective advertising communication strategies. Analyzing practical and conceptual thinking as initial tasks for designers, combined with the ability to produce effective and memorable communication in a socially responsible manner. Emphasizing design, but acknowledging that the content and effectiveness of an advertisement are crucial, with appearance being secondary to its ability to sell. Students should develop the ability to convey specific information to the target audience based on their understanding.
Core Concepts	1. Reklama 2. Pozicionimi 3. Fushatë 4. Imazhi i markës 5. Idea e madhe 6. Faqosje 7. Tekst shkrues 8. Drejtor Artistik 9. Hulumtim 10. Drejtor Kreativ 11. Reklama të printuara 12. TV, radio, web 13. Sllogan 14. Billboard 15. Marketing i drejtpërdrejtë 16. Marketingu Guerril 17. Klienti

Course Outline

Week	Topic
1	This course provides a foundational introduction to advertising, covering its history, potential, and limitations. Students will explore various definitions of advertising and different communication methods, as well as the objectives and formats of advertising. They will examine how advertising has influenced culture over the years and how to contextualize current events to understand how major events and trends can impact advertising. Students will also learn to identify emerging trends and capitalize on them.
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16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Advertising by Design:Generating and Designing Creative IdeasAcross Media, by Robin Landa, Willey, 2010
References	• Ogilvy on Advertising by David Ogilvy • Creative Advertising, Second Edition by Mario Pricken

Course Outcome

1	Using design and composition principles effectively to solve specific problems.
2	Being able to present fonts, illustrations, and photographs in a comprehensive and professional manner.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	1	10
Laboratory	0	0
Class Participation	1	10
Total in-term evaluation percent		**50**
Final exam percent		**50**
Total		**100**

ECTS Workload (Based on Student Workload)

Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	2	32
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	3	3
Midterms	1	2	2
Final Exam	1	2	2
Other	0	0	0
Total Work Load			**81**
Total Work Load / 25 (hours)			**3.24**
ECTS			**3.00**