



VISUAL COMMUNICATION Course Outline

Advance Advertising Arts 40s



TITLE:	AAA40S								
PREREQUISITES:	All Senior 2,3,4 courses								
DESCRIPTION:	Advertising strategies and sales promotion methods are studied. Students apply acquired skills to solve "real" problems under situations similar to those found in the field. Theory is directly applied in creating a unique advertising campaign for a new or existing product. Students practise employment skills, prepare their resume and digital portfolio for presentation to potential employers.								
DURATION:	The course lasts one term.								
GENERAL OBJECTIVES:	Upon successful completion of the course the student should be able to: <ol style="list-style-type: none">1. prepare for seeking employment (resume, portfolio, work skills)2. design three-dimensional mock-ups for package design3. select an appropriate target market for a given product based on relevant demographics and consumer needs4. determine the basic promotion objectives and strategy for a consumer product5. apply all course theory and artistic skills to create and implement a complete advertising campaign for a product6. create a digital portfolio								
CLASSROOM EXPECTATIONS:	<ol style="list-style-type: none">1. Attend school regularly2. Always bring the required materials to class3. Make a honest effort to learn and work every day								
EVALUATION:	The following factors are taken into account in determining the overall rating: <table><tr><td>Resume and Portfolio ,Package Design</td><td></td></tr><tr><td>Advertising Campaign & Strategy</td><td>100</td></tr><tr><td>Completion of Course</td><td>100</td></tr><tr><td>OVERALL RATING</td><td>100</td></tr></table>	Resume and Portfolio ,Package Design		Advertising Campaign & Strategy	100	Completion of Course	100	OVERALL RATING	100
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