

Course Specification

Name of institution	Mahidol University
Campus/faculty/department	Salaya Campus/International College/Fine and Applied Arts Division

Section 1 General Information

1. Course code and course title

Thai	ICCD 350 ออกแบบโฆษณา
English	ICCD 350 Advertising

2. Number of credit

4 (0-8-4)
(Laboratory 8 hours/Self-study 4 hours)

3. Curriculum and type of subject

3.1 Curriculum	Offered in Fine and Applied Arts Division
3.2 Type of Subject	Communication Design Program, Major Course

4. Responsible faculty member

Norachai Nantakij

5. Trimester / year of study

6. Pre-requisite

ICCD 245

7. Co-requisite

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8. Venue of study

Mahidol University, Salaya Campus September

9. Date of latest revision

2013

Section 2 Goals and Objectives

1. Goals

After completing this course, students will be able to:

- 1.1 Put into practice acquired problem-solving concepts and skills relating to the advertising discipline, working within specific parameters and objectives.
- 1.2 Understand the structure of an advertising agency.

2. Objectives of development/revision

To revise course in order to be up-to-date and relevant to the current situation.

Section 3 Course Management

1. Course descriptions

A study of the foundation of advertising from historical to current marketing strategies, including research, account service, copywriting, art direction, illustration, photography and self-promotion.

ทักษะขั้นสูงสำหรับการรวบรวมศึกษาพื้นฐานการออกแบบงานโฆษณา เริ่มตั้งแต่ประวัติความเป็นมา กลยุทธ์ วิธีการ การวางแผนงาน รวมถึงการศึกษา องค์ประกอบศิลป์ในการออกแบบงานโฆษณา ภาพประกอบ รูปถ่าย และเทคนิค การนำเสนองาน

Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
-	-	96 hours (8 hours x 12 weeks)	48 hours (4 hours x 12 weeks)

2. Number of hours that the lecturer provides individual counseling and guidance

2 hours/week

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

Students will demonstrate their ability to:

- 1.1 Able to practice acquired problem-solving concepts and skills relating to the advertising discipline, working within specific parameters and objectives.
- 1.2 Understand the structure of an advertising agency.

2. Teaching methods

- 2.1 Lecture/Visual references/Demonstration
- 2.2 Group discussion and critique session
- 2.3 Self-study

3. Evaluation methods

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) Perceive importance of morality, ethics, and integrity
- (2) Have discipline, self and social responsibility
- (3) Have a positive attitude in a professional environment and express their morality and ethics
- (4) Respect and follow rules and regulations of institution and society
- (5) Demonstrate leadership skill in class environment
- (6) Respect and pursue originality in learning and avoid even hints of plagiarism
- (7) Respect and practice society rules and regulations
- (8) Respect others and be a good listener

1.2 Teaching Strategies

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Lecture which involves questions and class discussion on certain topics and special lecture session conducted by experience practitioners from related field
- 2) Case studies demonstrate past and current circumstances
- 3) Case studies with an emphasis on morality and ethics
- 4) Individual and/or group assignments and discussion
- 5) Group assignments

1.3 Evaluation Strategies

- 1) Written examination
- 2) Working process and presentational skill
- 3) Class attendance, class participation, and behavior in class
- 4) Quality of individual and/or group assignments and punctuality

2. Knowledge

2.1 Expected outcome on knowledge development

- (1) Have knowledge and understanding of theories and concepts in arts, natural sciences, social sciences, and humanities in Thai culture and world society
- (2) Have analytical and problem-solving skills to be able to apply in actual circumstances/projects/assignments
- (3) Have ability to analyze production management and develop appropriate strategies accordingly
- (4) Have knowledge and understanding of the role that information technology plays in communication design

2.2 Teaching Strategies

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Case studies demonstrate past and current circumstances
- 2) Case studies with an emphasis on morality and ethics
- 3) Critique discussion in both individual and/or group assignments
- 4) Individual and group assignments

2.3 Evaluation Strategies

- 1) Written examination
- 2) Working process and presentational skill
- 3) Class attendance, class participation, and behavior in class
- 4) Quality of individual and/or group assignments and punctuality

3. Intellectual development

3.1 Expected outcome on intellectual development

- (1) Have ability to gather and analyze information that leads to creative and effective strategies for production and production management
- (2) Have analytical and problem-solving skills
- (3) Have ability to apply knowledge and skills to solve design problems in production

3.2 Teaching Strategies

- 1) Develop analytical skill
- 2) Apply knowledge of theory and practice in actual circumstance
- 3) Industry practices both on- and off-campus

3.3 Evaluation Strategies

- 1) Presentation of knowledge synthesis
- 2) Class attendance and class participation
- 3) Quality of individual and/or group assignments and punctuality

4. Interpersonal relationship and responsibility

4.1 Expected outcome on interpersonal relationship and responsibility

- (1) Have ability to effectively communicate core idea and opinion
- (2) Have ability to work in team both as a leader and follower

- (3) Self development both in academic and professional career
 - 4.2 Teaching Strategies
 - 1) Participation in group discussion
 - 2) Assign individual and group projects/assignments
 - 3) Encourage real-life experience by engaging students in interactive sessions with experience practitioners
 - 4.3 Evaluation Strategies
 - 1) Participation in group discussion
 - 2) Assign individual and group projects/assignments
 - 3) Encourage real-life experience by engaging students in interactive sessions with experience practitioners
- 5. Mathematical analytical thinking, communication skills, and information technology skills**
- 5.1 Expected outcome on mathematical analytical thinking, communication skills, and information technology skills
- (1) Have good communication skills (Listening, Speaking, Reading, and Writing) in meeting, in group discussion, and in presentation
 - (2) Have ability to use information technology for communication and presentation in appropriate ways
 - (3) Have ability to conduct both quantitative and qualitative analysis
 - (4) Have ability to conduct research and cross-reference from online sources
 - (5) Have ability to use information technology in communication, such as, email and online group discussion
 - 5.2 Teaching Strategies
 - 1) Lecture and group discussion of case studies
 - 2) Participation in class discussion and critique
 - 3) Assign research from online sources and database analysis
 - 5.3 Evaluation Strategies
 - 1) Group discussion
 - 2) Class presentation and participation
 - 3) Presentation of the knowledge through the use of information technology
 - 4) Participation in group critique

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topics	Hours		Teaching methods/ multimedia	Instructor
		Lab	Self-study		
1	Intro to Advertising	8	4	Lecture/Demonstration/ Critique/Group discussion	NN

2	Brainstorming and ideation with instructor support. Independent work on project 1.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
3	In process critiques with student presentations. Independent work on project 1.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
4	Project 1 due. Critique. Introduction to Project 2. Brainstorming and ideation with instructor support.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
5	Independent work on project 2. In process critiques with student presentations.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
6	Independent work on project 2. In process critiques. Project 2 due. Critique.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
7	Introduction to project 3. Brainstorming and ideation with instructor support. Independent work on project 3.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
8	In process critiques with student presentations. Independent work on project 3.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
9	Project 3 due. Critique.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
10	Introduction to project 4. Brainstorming and ideation with instructor support. Independent work on project 4.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
11	In process critiques with student presentations. Independent work on project 4.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
12	Project 4 due. Critique.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
13	Final presentation of projects.	8	4	Lecture/Demonstration/ Critique/Group discussion	NN
Total		96	48		

2. Evaluation plan

Expected outcomes	Methods / Activities	Week	Percentage
1-3	Assignments/Projects/Exercises/Presentation/Process	1-12	80
4-5	Participation in Class Discussions and Critiques	1-12	20

Section 6 Teaching Materials and Resources

1. Texts and main documents

Lecture, Research, Demonstration, Presentation, Critique and Discussion

2. Documents and important information

Text, Handouts, Lecture, Presentation of images and case studies, Visual references

3. Documents and recommended information

1. Ogilvy, D. (1995). *Hey, Whipple, squeeze this: A guide to creating great ads* (2nd ed.). London: Prion Books Ltd.
2. Pricken, M. (2004). *Creative advertising: Ideas and techniques from the world's best campaigns*. New York: Thames & Hudson.
3. Wells, W., Moriarty, S., & Burnett, J. (2005). *Advertising: Principles and practice* (7th ed.). Upper Saddle River, New Jersey: Prentice Hall.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- 1.1 Evaluation of peers by students
- 1.2 Students evaluation
 - 1) Course content
 - 2) Course management
 - 3) Suggestions
 - 4) Overall critique

2. Evaluation strategies in teaching methods

- 2.1 Student evaluation
- 2.2 Presentation

3. Improvement of teaching methods

Workshop on course improvement with the participation of all lectures in this course

4. Evaluation of students' learning outcome