Course Code: ADPRINT

Course Title: Print Advertising and Production Management

Course Description:

ADPRINT is a production class aimed to equip students with the basic skills of creating visual communication materials and publications for various Advertising with the aid of software. The course values the importance of Graphic Design as a marketing Communication medium. Focus will be made on developing effective layouts and how its creative integrity can be preserved across the production process towards the point where it reaches the target audience.

Department: Marketing and Advertising

Required text and materials

Digital signage broadcasting : content management and distribution techniques / Lars-Ingemar Lundstr Lundstrom, Lars-Ingemar. Burlington, MA : Elsevier/Focal Press, c2008.

Transnational media and contoured markets : redefining Asian television and advertising / Amos Owen Thomas, Amos Owen, (1954) New Delhi : Sage Publications, 2006.

Other References

Graphis. 2009. Graphis Poster Annual 2008. Published by Graphis Inc. USA

Berger, Arthur Asa. Media analysis techniques. 5th ed. Thousand Oaks, CA: Sage Publications, 2013. Print.

Eckstut, Joann, and Arielle Eckstut. The secret language of color: science, nature, history, culture, beauty of red, orange, yellow, green, blue & violet. New York, NY: Black Dog & Leventhal Publishers, 2013. Print.

Antin. Tony.1993. Great Print Advertising: Creative Approaches, Strategies And Tactics. New York. USA

Noble,Ian & Bestley,Russell. 2001. Experimental Layout. Rotovision SA. East Sussex.UK

Myerson, Jeremy & Vickers, Graham 2002. Rewind: 40 Years of Design & Advertising. Paladin Press Limited. London UK