

**Course Code:** ADVISUA

**Course Title:** Advertising Visualization and Art Direction

**Course Description:**

In advertising, if a copy is the spoken (or written) language of an ad, the visual is the body language. Thus, visuals are believed to carry half the burden of encoding the whole message of the ad to its audience. The appearance of an ad often determines – to a great extent - - the way it feels to the viewer. That mood, in turn, flavors the message. The advertiser hopes the artistic elements will make the ad as understandable and believable as possible.

This course, therefore, aims to discuss advertising concepts from the standpoint of the visual detail; the art in advertising – what it is, where it comes from, and how it's done. The course will discuss and analyze various visualization techniques by the masters and visual design appreciation in synergy with an understanding of consumer insight towards the creation of the “big idea”. Progressive exercises in visualization will be covered and the use of basic drawing skills will be honed to convey the visual idea effectively and clearly. Print ads and television commercials will be evaluated in search of the “big idea” which is the key to an effective advertising campaign.

**Department:** Marketing and Advertising

**Required text and materials**

Garcia, Leonardo R. Jr. 1999. Advocacy Advertising, DLSU Press, Manila

Uy, Emmanuel. 2000. Art & Advertising. Anvil Publishing

Aitchison, Jim. 2008, Cutting Edge Advertising. Pearson Education South AsiaPte Ltd.

**Other References**

Hashimoto, Alan, Visual Design Fundamentals, Cengage Learning, Australia, 2009

Tweemlow, Alice, What is Graphic Design For? Page One Publishing, 2005

Charlotte, Fiell, Graphic Design Now, Taschen Press, 2005