

macleay college

Unit & Elective Descriptors

# Diploma of Advertising & Media



## Core units – year one

### Creative Process

This subject introduces you to the strategic and creative processes practiced within the advertising industry. You'll be learning about the creative briefing process, how to develop creative ideas, then to implement those ideas for print media such as ads, posters, magazines and outdoor. The subject also investigates the use of semiotics, symbolism and visual language in advertising.

### Foundation of Marketing

Marketing is a crucial and overriding activity in the relationship between business and advertising. In this subject you'll be introduced to the fundamental concepts of marketing and how marketers respond to various aspects of consumer behaviour and psychology. This includes looking at the variety of activities marketers engage in such as segmenting markets, targeting customers, building brands, selling and developing promotional campaigns.

### Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat). You'll also be setting up your own WordPress blog to document your work.

### Academic and Professional Skills

This unit aims to introduce students to the academic, communication and business skills required to be successful within a personal and professional context. It takes a broad and integrated approach in supporting students and preparing them for a happy and fulfilling career. Underpinned by the principles of positive education, the unit initially focuses on supporting students' transition into Macleay College and developing their academic performance. Through a range of engaging learning experiences, the continuing development of information literacy, communication and interpersonal skills will be encouraged and facilitated. Students then extend these concepts and skills to assist with the transition to their future career plans and goals through focussing on the transferable employability skills necessary to be effective in the emerging economy.

### Campaign Thinking

This subject is an introduction to campaign advertising. You'll be starting by developing an advertising concept for a product, organisation or service using a visual metaphor which you'll be creating during an advertising photography workshop). You'll then be producing adaptations and executions for other mediums including audio visual media such as TVCs (treatments, storyboards and animatics) and web banner ads.

### Research and Insight

This subject is all about the key source of creative ideas in advertising and media – research and insight. You'll be introduced to methods and strategies for conducting research designed to generate innovative observations and insights that can create opportunities and ideas. You'll be learning about the behaviour of contemporary audiences and their worlds and how they feel about engaging with innovative products and services.

### The Business of Advertising

This subject helps you develop an understanding of the legal and regulatory frameworks that relate to the advertising industry. It explores the impact that social, cultural and ethical considerations have on the practice of advertising. The subject also examines business practice in advertising, including business structures, operating processes and external business relationships.

### Media Landscape

In this subject you'll be looking at various media channels and examining how they're used by the advertising industry to deliver strategic and effective communication messaging for consumers. It explains how research can define target consumer groups and provide media professionals with deep insights into consumer relationships with brands and communication platforms and how this information can be used to develop a media-scheduling plan. The subject explores the connections between communications strategies, media planning and investment and it also looks at job opportunities in these areas.

### Social Media Strategy

This subject focuses on the creative process and the implementation and measurement of non-traditional media and online advertising. It looks at how creative ideas can be applied to a combination of new media formats including online, social, experiential events, mobile and PR to create social media campaigns. The subject also covers brand strategies, testimonial style advertising and viral effects. You'll be learning about the role social media plays in developing advertising and media campaigns the use of analytical and data measurements to help measure a range of advertising performance measures.

### Internship

The internship subject helps you to develop informed insights and build valuable experience in the workplace. You'll be learning about the value of planning and preparation and its effect on your initial job search and subsequent career progression. It includes interview experience and the creation of relevant career application documents (e.g. resumés, cover letters etc). In this subject you'll also be producing an online portfolio and a blog of your professional activities.

## Electives – year one

### Account Management

This subject offers specialised training for those students who are interested in the role of the account manager in advertising. It examines the two main areas of activity for an account manager - client and business management and project management and delivery.

### Advanced Digital Design

Building on the Digital Design subject in trimester 1, this subject delivers advanced training in the Adobe's Creative Suite. You'll be continuing to develop your graphic design, art direction and presentation skills using colour, illustration, typography and layout in order to create visuals and production ready artwork for multi-disciplined (print and online) advertising campaigns.

### Art Direction and Design

This subject teaches you about the role of an advertising art director and helps you develop your knowledge and skills in the creation, management and delivery of strategic design for advertising. The subject features specialised lectures and workshops in contemporary graphic design, typography and artistic direction for photographic, film, print and online productions.

### Copywriting

At the core of this subject is the importance of the central creative idea and how it's transmitted through writing. You'll be learning about writing compelling and convincing copy for advertising and the theories behind successful advertising copy. The subject teaches you how to integrate strategic, creative and ideation processes into targeted ads and advertising campaigns across traditional and non-traditional media.

### Radio Advertising and Podcasting

This subject is designed to give you theoretical and practical experiences in audio storytelling. It covers both broadcast and webcast in the form of radio copywriting and production as well as audio creation and production for podcasts. The subject introduces you to the subtleties, difficulties and advantages of using sound-only medium. You'll also be investigating the future of radio and other audio platforms as integrated mediums with digital, online, video and social media components.

### Coding Fundamentals

This unit introduces students to the language of coding and its relevance and implementation in advertising and digital media. Students will gain overarching knowledge about what coding is, what it is used for, and the role it can play in the development of advertising and digital media projects and future technological development. The unit will explore a number of industry standard coding languages and define parameters for decision making around which coding language is best suited to which business and technological issue. In addition, students will develop hands-on skills in programming in one or more industry standard coding language.

### Digital Photography

This subject introduces you to digital photography as it is used in the advertising and digital media industries. The subject investigates advertising and editorial photography with appropriate equipment, such as DSLR cameras. The photographic image today has become a vehicle for trans-media narrative. You'll be introduced to digital visual production chains and develop an understanding of the core concepts used in photography. You'll learn how to work with audio, light, time and motion and explore how these media interact. The subject includes technical skills based around camera operation, exposure, lighting and shooting, as well as developing conceptual and stylistic skills, photo shoot planning and budgeting.

### Video Production

In this subject you'll learn about the production process involved in the making of advertising videos, and films for TV, cinema and online. You'll also learn about what happens in pre-production (director's treatment, storyboarding, location research, casting, styling, music, voice-over, graphics, production scheduling and budgeting). You'll also have practical hands-on experience with the production skills involved in filming and editing an advertising film.

### Enterprise Innovation 1

This subject encourages entrepreneurial behaviour through the introduction of the principles of entrepreneurship, the process of creativity and innovation and the impact of this process on the success of new enterprise creation. On completion of this subject you'll have an increased understanding of entrepreneurship and the significance of innovation in small and medium sized enterprises (SMEs). The associated skills and techniques acquired provide a strong foundation for both new product/service development and the launch of an entrepreneurial or corporate new venture.

### Consumer Behaviour

This subject explores what motivates and influences consumers in their decision-making process. It helps you understand what shapes these influences by looking at internal factors of perception, personality and attitudes, as well as the external factors of culture, social class, age and lifestyle. Included as part of this analysis, you'll be encouraged to critically appraise your own buying behaviour.

### Digital Business Communications

This subject explores the exciting and changing world of digital communications, learning key tactics and tools for arising business opportunities. It covers the frameworks that underpin digital communications and includes learning about what drives increased use of social networks for business marketing success. You learn about the functionality of websites and how this meets the needs of an organisation and delivers information to end users.