

## Copywriting and Art Direction

Academic Year: ( 2024 / 2025 )

Review date: 05-06-2024

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

## COMPETENCES

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CG5, To know the new trends in advertising communication according to the changes of the digital society.

CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

## LEARNING OUTCOMES

To provide knowledge regarding the world of promotional or commercial messages writing, focused on the persuasion of the public through the use of different formats.

To grant the knowledge for the planning, development and postproduction of printed works applying creativity in their development.

Creative and original management of tools for digital editing, layout and composition.

To acquire knowledge about design criteria, use of color and typography.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. History of Advertising Creativity and the evolution of advertising agencies.

1.1. Birth and evolution of Art Direction and copywriting.

2. Conceptualization. How Art Direction and Copywriting work as a team to reach the resolution of the brief with brilliant ideas.

3. Art Direction.

3.1 The figure of the Art Director. Historical and current references.

3.2 References of excellent campaigns from Art Direction.

3.3 Fundamental elements of Art Direction and how to make them work together: Photography, Illustration, Typography, Layout, Design.

3.4 Art Direction applied to different advertising media:

Press, outdoor media, TV, video, digital media, social media and branded content.

3.5 Art Director tools, innovation and the incorporation of AI.

4. Copywriting.

- 4.1 The figure of the copywriter. Historical and current references.
- 4.2 References of excellent campaigns from Copywriting.
- 4.3 How to write advertising copy for different media:  
Press, outdoor media, TV, video, digital media and social networks.
- 4.4 Copywriting tools, innovation, storytelling and the incorporation of AI.

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

Theoretical classes  
 Practical classes  
 Tutoring  
 Group work  
 Individual work

### TEACHING METHODOLOGY

- Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.
- Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.
- Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.
- Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.
- Assignments and reports done by students in an individual or group manner.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

### EVALUATION CRITERIA

Final exam 30%  
 Case study, class participation and other assignments 70%

Evaluation Criteria of the Extraordinary Exam:  
 "The note of the Continuous Assessment is kepted"

## BASIC BIBLIOGRAPHY

- Barry, P. The Advertising Concept Book: Think Now, Design Later, Thames and Hudson Ltd, 2016
- D&ad The Copy Book: How Some of the Best Advertising Writers in the World Write Their Advertising, Taschen , 2022
- Gary Vaynerchuk Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World, ., 2013
- Heath, C. and Heath, D. Made to Stick: Why Some Ideas Survive and Others Die, Random House, 2007
- JULIUS WIEDEMANN , THE COPY BOOK: HOW SOME OF THE BEST ADVERTISING WRITERS IN THE WORLD WRITE THEIR ADVERTISING, TASCHEN BENEDIKT, 2012
- Mahon, N. Basics Advertising 02: Art Direction, AVA Publishing, 2010
- Mariano Castellblanque Manual del Redactor publicitario, ESIC divulgaciones, .
- Robin, Landa Advertising by Design: Generating and Designing Creative Ideas across Media, 3rd Edition, , Robin Landa, 2016

- Roger Horberry & Gyles Lingwood. Read me., Laurence King Publishing, .
- Russell, P. and Slingerland, S. Game Changers: The Evolution of Advertising, Taschen, 2013
- Steve Seller Art Direction Explained, At Last! , .., 2009
- Steven Brower Inside Art Direction: Interviews and Case Studies , .., 2016
- Sullivan, L. Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising, Wiley, 2022

#### ADDITIONAL BIBLIOGRAPHY

- Brower, A. Inside Art Direction: Interviews and Case Studies, Bloomsbury, 2019
- Campbell, A. and Dabbs, A. Typography Pocket Essentials: The definitive practical introduction to this indispensable skill , Ilex Press, 2014
- Ogilvy, D- Ogilvy on Advertising, CARLTON BOOKS, 2013
- Strunk, W. The Elements of Style Updated , Pearson, 2013
- Wheeler, A. Designing Brand Identity, Wiley, 2012