

**MA CREATIVE ADVERTISING COURSE MAP**

<b>Module code and deadline</b>	<b>Module name</b>	<b>Module description</b>	<b>Credits</b>
<b>CAD110</b> Mid November	Introduction to Creative Advertising	Investigating the principles of art direction, copywriting and IT fundamentals for advertising 'creatives', assessed in a short practical folio project; and an initial guide to visual and textual communication theory, leading to an assessed group presentation.	20
<b>CAD120</b> Mid January	Introduction to Studio Practice	A more detailed introduction to Creative Advertising practice: strategic thinking, concept development and the physical/virtual execution of conceptual ideas: a portfolio of campaigns created collaboratively in copywriter/art director teams.	20
<b>CAD130</b> Late February	Introduction to Visual Culture & Communication	Closer examination of the theoretical contexts in which advertising is produced and consumed, assessed at the end of the module in an essay outline.	20
<b>CAD140</b> Mid March	Concept Development & Media Analysis	Developing deeper understanding of strategic thought, to inform both effective media strategies and divergent creative concepts. Creative portfolio and media report required.	20
<b>CAD150</b> Late April	Business & Applied Technology	An investigative research project into the use and context of new technology in advertising and marketing communications, culminating in a 15 minute oral presentation.	20
<b>CAD160</b> Late May	Essay	Building on what was learned in CAD130, a deconstruction and analysis of advertisements in relation to communication theory, taking into consideration changing cultural contexts such as race, class, gender and sustainable economic development.	20
<b>CAD170</b>	Integrated Portfolio (75%) & Contextual	Enables production of a professional portfolio of advertising ideas for exhibition at D&AD New Blood, and further development	60

<p>MA Project.</p> <p>In progress from March.</p> <p>Folio due for New Blood show (end June); Review due mid September.</p>	<p>Review (25%)</p>	<p>thereafter in response to industry feedback. The folio is accompanied by a negotiated independent research report (Contextual Review), informed by feedback both from the New Blood show, and during industry placement when available. (The placement is not assessed).</p>	
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