



Department / Programme:	CEP
Course Title:	Creative Advertising
Course Code:	CA-22/1-6
Credit Rating:	Non-Credit
Duration of the Course:	144 Contact hours/72 sessions over 6 months
Days	Wed & Sat Mon: Technical skills workshop
Instructor:	Asad Zia Esen Rizvi Ruhayl Rehmani Sarshaar Ahmed Sabir Ahmed
Orientation Day	Saturday, 11 th June Time: 2-3pm
Course Start Date	Wednesday 15th June, 2022.

Course Description

As the name indicates, this course is all about the role, function, and process of Creatives and creative conceptualization in the field of advertising. Providing an overview of advertising agency, advertisers, media and consumers, participants will be developing their understanding and skills of creative advertising – building blocks such as the difference between concept, copy, content, caption and creative execution.

Furthermore, the course will establish an understanding of brand identity – what are the contributing factors to be taken into account and how creating a brand is different from creating one ad or media post. Participants will learn the methods of planning an ad campaign – in that course participants will be engaged in looking at real client requirements, planning and developing objectives of a creative campaign, research for understanding target audiences, presenting and negotiating the creative conceptualization and strategy. In addition, course participants will be oriented and practicing the creative functions within the advertising industry. Participants will be introduced to advertising ethics, advertising and media planning, and project management.

Learning Outcomes:

By the end of this course, students will be able to:

- Develop and understand the vocabulary and dynamics of creative advertising, its place in overall advertising business and ethics of the field.
- Understand and analyze consumer motivation and how to generate persuasive messages through visual and textual elements, along with cultural and social context for shaping communication
- Learn the art of copywriting, with an emphasis on Urdu copywriting. In addition, understanding how the big idea is cleverly and creatively communicated through copywriting.

- Create a repertoire of foundational skills and aptitude required for becoming a creative. This will entail, but not limited to, strategic and critical thinking, ideation, design software application, team work, listening skills, research techniques, working in tight timelines, and other essential skills/attitude.
- Know the pros, cons and parameters of different advertising platforms (print, television and digital/social media), while mastering the digital media format.
- Effectively present, critique and defend strategically driven ideas.
- Develop a portfolio of work that demonstrates an understanding of the role of creativity in effective in sales, advertisement and marketing aspects of a business.

Course Layout and Content Details

The course is constituted of four modules:

1. Orientation to advertising fundamentals – purpose, types, who is involved, difference between marketing, sales and advertising, difference between creative strategy, execution and client service within advertising, vocabulary for and role of creatives in the professional field.
2. Brand Strategy Development
3. Copy Concepts & Copywriting
4. Conceptualization & Digital Campaign Design

Each module will develop on the next, with distinct outcomes and assignments. Therefore, participants need to fulfil all requirements of each module to be able to make progress in the course.

A weekly distribution of course content is presented here. This may vary depending on the response, pace and learning progress of the course cohort.

Timeline	Content Focus	Other Information
Part 1: Orientation to Advertising - RR		
Week 1-6 (12 hrs – concept, 6 sessions Guest speakers (6 sessions)	Introduction to industry, functions and fine differences between labels and terms	
	Developing a sense of what's effective communication (concepts, types, what works and what doesn't and when – analysis of case examples)	
18 hours	Graphics Design & Software (Basic Orientation) – Sabir Ahmed	
Part 2: Brand Strategy Development - ER		
Week 7	What, why and how of brands	
Week 8-10	Essentials of brand strategy <ul style="list-style-type: none"> - Concept briefs & understanding of clients - Decoding concept briefs Setting goals and purpose - Knowing your consumers & audience - What are Brand Decks & Pitch Decks 	
Week 11-12	Creating a Brand Strategy (research & ideation phase)	
	Final Assignment introduced – along with requirements and criteria for assessment	
Part 3: Concept Copy and Copywriting – Sarshar Ahmed		
Week 13-17	Copy, content, caption and taglines – what is the difference and function of each?	

	Copywriting for your Big Idea <ul style="list-style-type: none"> - Wordplay and textual imagery - Copyediting and brevity - Cliches and creative visualization 	
	Teams present creative strategy and concept ad to the class/instructors/clients for feedback.	
Part 4: Conceptualization and Campaign Design -RR & AZ		
Week 18-21	Conceptualization and Campaign Design	
	Storyboarding and conceptualization (at least for 2 platforms)	
	Execution of creative idea into a brand deck	
Week 22-23	Internal review, critique and feedback incorporation	
Week 24-25	Preparation time and submission	
Week 26	Presentations of Brand /Pitch Deck	

Course Assignments:

Assignment 1 (due in Week 5):

Based on your analysis of an assigned brand/ad, identify and rationalize the following aspects:

- Key message
- Target audience
- Most effective/ineffective visual and textual element
- What would you do differently?

Assignment 2 (due in week 12):

Situational analysis document presenting your research into consumer views, brand competition, and other aspects. A complete assignment brief will be provided in class.

Assignment 3 (due in week 18):

Digital Campaign Presentation

Assignment 4 (due in Week 26):

Brand Strategy Presentation with all documentation and art work (Brand/Pitch deck)

In addition, various quizzes will be given along with smaller assignments.

The grading scheme is presented in the handbook. Grading rubric for quality of assignments will be shared by the instructors before giving the first assignment. Weightage given to different aspects of assessment is as under:

- Assignments: 70 %
- Classroom participation: 15%
- Work ethics & professionalism: 15%

Selection Process

Coure applicants are required to respond to the following questions. Answers can be submitted in Urdu also. Response to each question should not exceed 300 words.

1. What is advertising to you?
2. Why do you want to do this course?

Brief Profile of Instructors

Asad Zia has worked with all the lead advertising agencies of Pakistan with experience of digital advertising and marketing, ATL, BTL, creative brand strategy, PR, to name a few. He has worked with high end brands of the Industry such as PSO, NBP, DOLMEN GROUP, GUL AHMED, EDEN ROBE, CDC, 3M, PTC, CASTROL GTX, HBL, MCB, QUETTA GLADIATORS PSL, GIORDANO, HILAL, and others. Having vast knowledge of operational execution and creative aesthetics with academics backed up by media studies (Advertising as majors) and Visual studies (film making as majors), Asad also delved into organizational psychology and that led him to pursuing an MPhil in Psychology. He teaches and practices counselling alongside his creative pursuits.

Esen Rizvi is the co-founder of Creative Rhythms and by her own admissions, sees everything from “the lens of a brand, bridging the gap between strategic logic to creative magic.” She graduated from IVS in 2004 (BS, Communication Design) and worked as visualizer and later as Creative Strategy Head at BBCL for over 10 years. She started her company in 2005 and manages an impressive client list from telcoms to FMCGs.

Muhammad Ruhayl Rehmani is an industry veteran having worked with Manhattan Pakistan, Leo Burnett, Grey Worldwide and Habib Insurance on advertising, strategy and marketing. With over a decade of experience, in 2018, he established his own company Hybrid Bound and Activation Factor, an ad agency known for its ethics and attention to details.

Sarshaar Ahmed is one of the most sought after concept copywritng professionals in the field. He has worked with Manhattan Pakistan for over 15 years as Creative Head, before that was with LOWE & RAUF as Group Creative Head. He is currently the Creative Director at Starcom Limited and wants to focus on teaching Urdu copywriting. He has triple masters in English Literature, English Linguistics and Urdu Literature from Univeristy of Karachi.

Dr. Sabir Ahmed is a senior faculty and Head, Department of Mass Communication and Media Studies at Greenwich University. He is also an adjunct faculty at the Communication Design Department of IVS for many years. With his post graduate degree in social media management, Dr. Sabir’s interest in the field is crosscutting where he teaches advertising, communication design, motion graphics, animation, broadcast media and visual communication.

Sikander Ali has over 20 years of experience of teaching technical and design softwares. He has taught at Arena Multimedia and Noor College before joining IVS-CEP programme on a part time basis. He teaches Adobe and Autodesk Suite to undergraduate students at IVS across departments. With his experience of working in textile sector as well as media houses such as GEO, Sikander Ali bring a wealth of information with him about industry requirements and technical skills that early career professionals must acquire.