


Course Outline	
DSGN6242 Copy Writing (3)	
Effective Date 01 February 2016	Study Program Visual Communication Design Revision 0

1. Course Description

This course discusses the basic knowledge about copywriting in advertising and graphic designer's role in the communication process. It will carrying out some form of practical application in the field/ workshop, doing in deep discussion.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain current communication approaches, market trends or behavior, and media of creative advertising designs
Graduates will be able to apply knowledge of market, media and communication approaches to creative advertising design solutions

3. Topics

- Introduction to Advertising
- Are You a Copywriter?
- Effective Copywriting
- The Art of Copywriting
- The Idea of Copywriting
- Wording Strategy
- Copywriting in Advertising

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Explain the role of copywriting in advertising
- LO 2: generate idea through creative thinking in copywriting
- LO 3: Create ads through creative copywriting

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Group Discussion, Lecture, Observation, Research, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Shaw, M. (2012). *Copywriting: Successful Writing for Design, Advertising and Marketing*. 02. Laurence King Publishing. ISBN: 9781780670003.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. <http://www.youtube.com/watch?v=Hzgzim5m7oU>
2. <https://bestcopyads.wordpress.com/>
3. <https://sore2.tumblr.com/post/18996141666/apa-itu-copywriter>
4. <http://www.copyblogger.com/copywriting-101/>
5. <https://adespresso.com/academy/blog/11-formulas-strategies-write-irresistible-ad-headlines/>
6. <http://www.copyblogger.com/good-copywriting/>
7. <https://creativebloq.com/advertising/30-best-print-ads-2014-121413769>
8. <https://blog.kissmetrics.com/david-ogilvy/>

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Introduction to Advertising - Creative Concept - Definition of Advertising - Definition of Copywriting	- Introduction to Advertising - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw, page 9 -12 - The Power of Words, http://www.youtube.com/watch?v=Hzgzim5m7oU - Best Copy Ads, https://bestcopyads.wordpress.com/
2 F2F	LO 1	Are You a Copywriter? - Creative Department - Couple of art director - The think tanker	- Are You a Copywriter? - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 13 - 2 and Advertising page 472 -505 - Apa itu Copywriter?, https://sore2.tumblr.com/post/18996141666/apa-itu-copywriter
3 F2F	LO 1	Are You a Copywriter? - Creative Department - Couple of art director - The think tanker	- Are You a Copywriter? - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 13 - 2 and Advertising page 472 -505 - Apa itu Copywriter?, https://sore2.tumblr.com/post/18996141666/apa-itu-copywriter
4 F2F	LO 1 LO 2	Effective Copywriting - How to write Copywriting - Introduction of diction	- Effective Copywriting - Copywriting: Successful Writing for Design,

		<ul style="list-style-type: none"> - The style of writing on advertising - Denotative and connotative 	Advertising and Marketing, Advertising page 472 -505 <ul style="list-style-type: none"> - David Ogilvy's 7 Tips for Writing Copy That Sells, https://blog.kissmetrics.com/david-ogilvy/
5 F2F	LO 1 LO 2	Effective Copywriting <ul style="list-style-type: none"> - How to write Copywriting - Introduction of diction - The style of writing on advertising - Denotative and connotative 	<ul style="list-style-type: none"> - Effective Copywriting - Copywriting: Successful Writing for Design, Advertising and Marketing, Advertising page 472 -505 - David Ogilvy's 7 Tips for Writing Copy That Sells, https://blog.kissmetrics.com/david-ogilvy/
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7 F2F	LO 1 LO 2	The Art of Copywriting <ul style="list-style-type: none"> - Copywriting for funny and serious ads - Formation of Sentence: The smallest unit of language Subject and predicate 	<ul style="list-style-type: none"> - The Art of Copywriting - Copywriting: Successful Writing for Design, Advertising and Marketing, Advertising page 472 -505 - 10 Ways to Write Damn Good Copy, http://www.copyblogger.com/good-copywriting/
8 F2F	LO 1 LO 2	The Art of Copywriting <ul style="list-style-type: none"> - Copywriting for funny and serious ads - Formation of Sentence: The smallest unit of language Subject and predicate 	<ul style="list-style-type: none"> - The Art of Copywriting - Copywriting: Successful Writing for Design, Advertising and Marketing, Advertising page 472 -505 - 10 Ways to Write Damn Good Copy, http://www.copyblogger.com/good-copywriting/
9 F2F	LO 2	The Idea of Copywriting <ul style="list-style-type: none"> - The initial idea and the final idea 	<ul style="list-style-type: none"> - The Art of Copywriting - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 23 - 34 and Advertising page 472 -505 - How to Craft Compelling Copy, http://www.copyblogger.com/copywriting-101/
10 F2F	LO 2	The Idea of Copywriting <ul style="list-style-type: none"> - The initial idea and the final idea 	<ul style="list-style-type: none"> - The Art of Copywriting - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 23 - 34 and Advertising page 472 -505

			- How to Craft Compelling Copy, http://www.copyblogger.com/copywriting-101/
11 F2F	LO 2	Wording Strategy <ul style="list-style-type: none"> - The importance of the concept of copywriting - Paragraph - Media advertising, above and below the line - Selecting and using the right words for headline - Sentence by function - Copywriting for print media - Newspapers and magazines - POP material 	<ul style="list-style-type: none"> - Wording Strategy - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 23 - 34 and Advertising page 472 -505 - Formula Strategy Write Irresistible Ad Headline, https://adespresso.com/academy/blog/11-formulas-strategies-write-irresistible-ad-headlines/
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14 F2F	LO 1 LO 2 LO 3	Copywriting in Advertising <ul style="list-style-type: none"> - Copywriting for print media - Newspapers and magazines - POP material - Copywriting in TV Commercial - Manuscripts, sound and track ad / jingle - Radio Commercial - Script - Story telling - Advertising online / web / digital - Banner on the Internet 	<ul style="list-style-type: none"> - Copywriting in Advertising - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 48 - 67 and Advertising page 472 -505 - Best print ads 2014, https://creativebloq.com/advertising/30-best-print-ads-2014-121413769
15 F2F	LO 1 LO 2 LO 3	Copywriting in Advertising <ul style="list-style-type: none"> - Copywriting for print media - Newspapers and magazines - POP material - Copywriting in TV Commercial - Manuscripts, sound and track ad / jingle 	<ul style="list-style-type: none"> - Copywriting in Advertising - Copywriting: Successful Writing for Design, Advertising and Marketing, Copywriting, Mark Shaw page 48 - 67 and Advertising

		<ul style="list-style-type: none"> - Radio Commercial - Script - Story telling - Advertising online / web / digital - Banner on the Internet 	<ul style="list-style-type: none"> - page 472 -505 - Best print ads 2014, https://creativebloq.com/advertising/30-best-print-ads-2014-121413769
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8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	40%	√	√	√
Mid Exam	30%	√		
Final Exam	30%	√	√	√

Practicum

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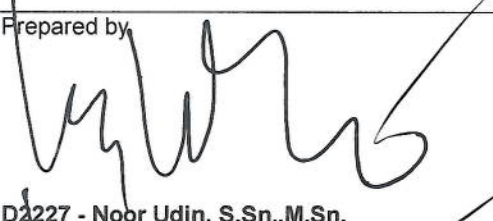
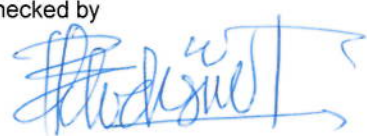
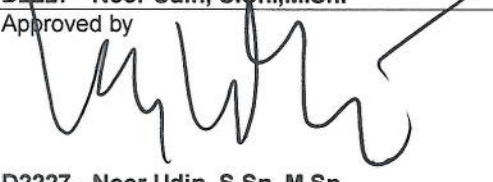

Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Students can describe the role of advertising and understand to relate to develop copywriting in advertising.	Ability to describe the role of advertising and understand to relate to develop copywriting in advertising clearly.	The describe the role of advertising and understand to relate to develop copywriting in advertising by grouping in classroom.	The describe the role of advertising and understand to relate to develop copywriting in advertising by average opinions.	Student can describe the role of advertising and lack of understanding to create project of copywriting.
	1.2. Ability to explain that advertising campaign program is build by aspects such as role of copywriting in advertising.	The ability to explain that campaign is build by aspects such as role of copywriting in advertising that showing by independent project and grouping project artwork	The ability to explain that campaign is build by aspects such as role of copywriting in advertising that showing by grouping project.	Students can explain that campaign of advertising is build by aspects such role of copywriting in advertising that showing by activities in classroom.	The campaign which build by role of advertising but not clear and incomplete explanation.
LO 2	2.1. Students can explore the concept and ideas through creative thinking in copywriting.	The concept and ideas to response the creative	The concept and ideas to response the creative	The concept and ideas to response the creative	The concept and ideas to response the creative

		thinking by through copywriting is clearly and completely arranged.	thinking by through copywriting is almost complete.	thinking by through copywriting is clearly explain but incomplete.	thinking by through copywriting is incomplete identified.
	2.2. Ability to apply the concept and ideas of copywriting in advertising campaign.	The ability to apply the concept and ideas of copywriting in advertising campaign is complete and appropriate applied.	The ability to apply the concept and ideas of copywriting in advertising campaign is almost complete and appropriate applied.	The ability to apply the concept and ideas of copywriting in advertising campaign is appropriate applied.	The ability to apply the concept and ideas of copywriting in advertising campaign in appropriate applied.
LO 3	3.1. Ability to arrange the process of creating ads through copywriting approach.	The ability to arrange the process of creating ads through copywriting approach are completely and neatly arranged.	The ability to arrange the process of creating ads through copywriting approach are completely arranged.	The ability to arrange the process of creating ads through copywriting approach by direction in classroom are neatly arranged.	The ability to arrange the process of creating ads through copywriting approach are incomplete and neatly arranged.
	3.2. Ability to create the creative ads with creative copywriting.	The Ability to create the creative ads with creative copywriting are completely and appropriate created.	The ability to create the creative ads with creative copywriting are appropriate created.	The ability to create the creative ads helped by layering and only what did they get in class are almost appropriate created.	Lack to create the creative ads.

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<p>Approved by</p>  <p>D2227 - Noor Udin, S.Sn., M.Sn. Subject Content Coordinator</p>	<p>Acknowledged by</p>  <p>D2739 - Drs. Hagung Kuntjara Sambada Wijasa., M.Sn. Head of Program - Creative Advertising</p>

