


Course Outline	
DSGN6244 Guest Lecturer (3)	
Effective Date 01 September 2017	Study Program Visual Communication Design Revision 1

1. Course Description

This course discusses the basic knowledge about advertising and communication campaign in advertising field such agency, creative boutique, graphic design house, digital agency, creative media specialist, advertising photography, illustration and graphic designer's role in the communication process. It will carrying out some form of practical application in the field/ workshop by national or international guest lecturer, 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
(SO-2 CA) - Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-3 CA) - Able to analyze efficient material utilization and production time of any given visual communication design prototype without sacrificing its essential and aesthetic quality.
(SO-5 CA) - Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.
(SO-6 CA) - Able to plan a business model to be implemented within visual communication design expertise.
(SO-7 CA) - Able to utilize information technology and communication in supporting project's need and organizational performance.

3. Topics

- Internal (introduction for advertising program and proposed)
- External Guest Lecturing 01 (Account Director or Strategic Planner) 'AGENCY & CLIENT SIDE'
- Internal Guest Lecturing 01 'ADVERTISING CAMPAIGN'
- External Guest Lecturing 02 (Account Director or Strategic Planner) 'ADVERTISING BRIEF'
- Internal Guest Lecturing 02 'ADVERTISING CAMPAIGN'
- External Guest Lecturing 03 (Creative Director or Art Director) 'DEFINE INSIGHT TO BUILD THE IDEA'
- External Guest Lecturing 04 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION'
- Internal Guest Lecturing 03 'BRAND IN ADVERTISING'

- External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION'

4. Learning Outcomes

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

- LO 1: Define the rules, purpose and scope of the course given by moderator
- LO 2: Discuss the problems and the information with the group discussion
- LO 3: Rewrite the information in report writing

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including and Class Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Chris Hackley. (2015). *Advertising and Promotion*. 03. Sage Publications. London. ISBN: 9781446280713.

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

6.2 Other Resources

1. <http://www.drypen.in/advertising/four-types-of-advertising-agencies.html>
2. <http://www.campaignlive.co.uk/article/new-golden-era-advertising/1428629>
3. <http://marketingland.com/10-reasons-digital-advertising-works-brands-108151>
4. <http://adage.com/lp/top15/>
5. <https://thrivethinking.com/2016/03/28/what-is-insight-definition/>
6. <https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/>
7. <https://www.youtube.com/watch?v=sOfHtANrmbI>
8. <http://brandtwist.com/advertising/branding-vs-advertising-know-the-difference-to-grow/>
9. http://www.adcracker.com/brief/Sample_Creative_Brief.htm

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Internal (introduction for advertising program and proposed) - Internal Lecturer	- advertising and promotion - Advertising and Promotion, Introduction advertising and promotion - Integrated of Advertising, https://www.youtube.com/watch?v=sOfHtANrmbI
2 F2F	LO 1	External Guest Lecturing 01 (Account Director or Strategic Planner) 'AGENCY & CLIENT SIDE' - External Lecturer	- Agency & Client - Advertising and Promotion, Theorising Advertising - Advertising and Promotion, Theorising Advertising - Type of Advertising Agency, http://www.drypen.in/advertising/four-types-of-advertising-agencies.html
3 F2F	LO 1	External Guest Lecturing 01 (Account Director or Strategic Planner) 'AGENCY & CLIENT SIDE' - External Lecturer	- Agency & Client - Advertising and Promotion, Theorising

			Advertisng - Advertising and Promotion, Theorising Advertising - Type of Advertising Agency, http://www.drypen.in/advertising/four-types-of-advertising-agencies.html
4 F2F	LO 1 LO 2	Internal Guest Lecturing 01 'ADVERTISING CAMPAIGN' - External Lecturer - Internal Lecturer	- Integrated Marketing Communication - Advertising and Promotion, Advertising Campaign - Top 15 Campaigns of the 21st Century, http://adage.com/lp/top15/
5 F2F	LO 1 LO 2	External Guest Lecturing 02 (Account Director or Strategic Planner) 'ADVERTISING BRIEF' - External Lecturer	- Advertising Brief - Advertising and Promotion, Organising Creative Work - Sample Creative Brief 2017, http://www.adcracker.com/brief/Sample_Creative_Brief.htm
6 F2F	LO 1 LO 2	External Guest Lecturing 02 (Account Director or Strategic Planner) 'ADVERTISING BRIEF' - External Lecturer	- Advertising Brief - Advertising and Promotion, Organising Creative Work - Sample Creative Brief 2017, http://www.adcracker.com/brief/Sample_Creative_Brief.htm
7 F2F	LO 2	Internal Guest Lecturing 02 'ADVERTISING CAMPAIGN' - Internal Lecturer	- Advertising Campaign - Advertising and Promotion, Brand and IMC Planning - new-golden-era-advertising, http://www.campaignlive.co.uk/article/new-golden-era-advertising/1428629
8 F2F	LO 1 LO 2	External Guest Lecturing 03 (Creative Director or Art Director) 'DEFINE INSIGHT TO BUILD THE IDEA' - External Lecturer	- Define Insight to Build the Ideas - Advertising and Promotion, Strategy and Creativity - what-is-insight-definition, https://thrivethinking.com/2016/03/28/what-is-insight-definition/
9 F2F	LO 1 LO 2	External Guest Lecturing 03 (Creative Director or Art Director) 'DEFINE INSIGHT TO BUILD THE IDEA' - External Lecturer	- Define Insight to Build the Ideas - Advertising and Promotion, Strategy and Creativity - what-is-insight-definition,

			https://thrivethinking.com/2016/03/28/what-is-insight-definition/
10 F2F	LO 1 LO 2 LO 3	Internal Guest Lecturing 03 'BRAND IN ADVERTISING' - Internal Lecturer	<ul style="list-style-type: none"> - Brand in Advertising - Advertising and Promotion, Ethic and Regulation - branding-vs-advertising-know-the-difference-to-grow, http://brandtwist.com/advertising/branding-vs-advertising-know-the-difference-to-grow/
11 F2F	LO 1 LO 2 LO 3	External Guest Lecturing 04 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Activation - Advertising and Promotion, Promotional Media in the Digital Age - 10-reasons-digital-advertising-works-brands, http://marketingland.com/10-reasons-digital-advertising-works-brands-108151
12 F2F	LO 1 LO 2 LO 3	External Guest Lecturing 04 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Activation - Advertising and Promotion, Promotional Media in the Digital Age - 10-reasons-digital-advertising-works-brands, http://marketingland.com/10-reasons-digital-advertising-works-brands-108151
13 GSLC	LO 1 LO 2 LO 3	External Guest Lecturing 04 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Activation - Advertising and Promotion, Promotional Media in the Digital Age - 10-reasons-digital-advertising-works-brands, http://marketingland.com/10-reasons-digital-advertising-works-brands-108151
14 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-

			activation-and-its-role-in-driving-consumer-engagement-and-awareness/
15 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/
16 F2F	LO 1 LO 2 LO 3	Internal Guest Lecturing 03 'BRAND IN ADVERTISING' - Internal Lecturer	<ul style="list-style-type: none"> - Brand in Advertising - Advertising and Promotion, Ethic and Regulation - branding-vs-advertising-know-the-difference-to-grow, http://brandtwist.com/advertising/branding-vs-advertising-know-the-difference-to-grow/
17 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/
18 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/

			activation-and-its-role-in-driving-consumer-engagement-and-awareness/
19 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/
20 F2F	LO 2 LO 3	External Guest Lecturing 05 (Creative Digital) 'DIGITAL ADVERTISING & ACTIVATION' - External Lecturer	<ul style="list-style-type: none"> - Digital Advertising and Current Activation in Advertising - Advertising and Promotion, International Advertising - brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness, https://econsultancy.com/blog/66013-brand-activation-and-its-role-in-driving-consumer-engagement-and-awareness/

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	100%	√	√	√

Practicum

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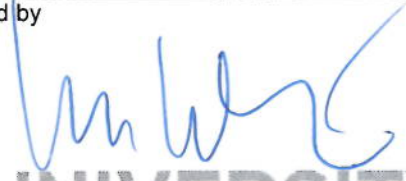
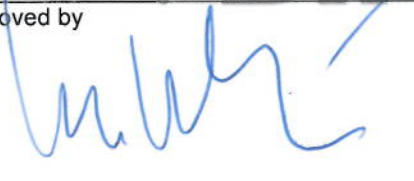

Final Evaluation Score

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. Define the rules, purpose and scope of the course given by moderator	Full of attendants and getting the material of lecturing, answer the question, active and give an opinion, idea and etc.	Full of attendants and getting the material of lecturing, trying answer the question, active and give an opinion, idea and etc.	Full of attendants and getting the material of lecturing, good listening for the material of lecturing	No completely get the material of lecturing
	1.2. Ability to describe the material in the class lecturing by lecturer	Ability to describe the material in the class lecturing by lecturer completely with some cases, relate the regular lecturing from kind of subject in the creative advertising program.	Describe the material in the class lecturing by external or internal lecturer with minimal 1 case, relate the regular lecturing from kind of subject in the creative advertising program.	Describe the material in the class lecturing by external or internal and explain the relation of the regular lecturing from kind of subject in the creative advertising program.	Describe the material in the class lecturing by external or internal incompletely
LO 2	2.1. Ability to discuss in the team work and contribute to solve the communication problems	Ability to discuss in the team work and contribute to solve the communication problems with ideas and direction	Ability to discuss in the team work and contribute to solve the communication problems by cases	Ability to discuss in the team work and contribute to collect the supporting materials for the discussion	Ability to discuss in the team work with no contribution
	2.2. Presenting the result of discussion, such as ideas, recommendations and creative rationale clearly and related with the brief	Ability to present the result of discussion, such as ideas, recommendations and creative rationale clearly and related with the brief in comprehensive presentation tools	Ability to present the result of discussion, such as ideas, recommendations and creative rationale clearly and related with the brief verbally	Ability to present the result of discussion, such as ideas, recommendations and creative rationale clearly and related with rough presentation	Ability to present the result of discussion, such as ideas, recommendations by direction from the lecturer

LO 3	3.1. Ability to rewrite the information of material and lecturing in report writing	Ability to rewrite the information of material and lecturing in report writing with comprehensive design and contents	Ability to rewrite the information of material and lecturing in report writing with comprehensive design	Ability to rewrite the information of material and lecturing in report writing with no design	Ability to rewrite the information of material and lecturing in report writing with no ideas
	3.2. Getting the point of the Guest Lecturer program and apply to the learning program	Getting the point of the Guest Lecturer program completely and apply to the learning program as relation of internship and final project	Getting the point of the Guest Lecturer program and apply to the learning program as relation of internship or final project	Getting the point of the Guest Lecturer program	Getting the point of the Guest Lecturer program is incomplete

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