


Course Outline	
DSGN6285 Ideation and Art Direction (6)	
Effective Date 01 February 2016	Study Program Visual Communication Design Revision 0

1. Course Description

Ideation and Art Direction course includes initial ideas and concepts, the importance of a campaign program that provides a consistent system, from an organization or company to maintain the image and experiences of consumer minds.

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 apply a basic and fundamental knowledge of art/design in practice.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)
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
Graduates will be able to analyze marketing communication problems based on appropriate approach and generate design solutions

3. Topics

- Introduction to Idea
- How did creative department work?
- Understanding The Brief
- Creative Thinking
- The Big Idea
- Creative Approach
- Art Direction
- Creative Presentation

4. Learning Outcomes

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

- LO 1: Explain how idea in advertising purposed
- LO 2: Apply the creative thinking process to generate ideas trough brain storming and exercises
- LO 3: Create ads trough comprehensive art direction

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. Ingledew, John. (2011). *An A-Z of Visual Ideas: How to Solve Any Creative Brief*. 00. Laurence King Publishing. London. ISBN: 9781856697149.
2. Robin Landa. (2010). *Advertising by design : generating and designing creative ideas across media*. 00. Wiley. New Jersey. ISBN: 9780470362686.

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

6.2 Other Resources

1. <http://youtube-global.blogspot.co.id/2010/10/creative-process-illustrated-on-youtube.html>
2. http://www.adcracker.com/brief/Creative_Brief.htm
3. <http://advertising.about.com/od/tipoftheweek/a/How-To-Give-A-Good-Creative-Presentation.htm>
4. <http://www.inc.com/kevin-daum/7-ways-to-generate-great-ideas.html>
5. <http://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt>
6. http://www.personadesign.ie/brand_profiling_and_positioning
7. <http://www.wranx.com/key-ideas-to-boost-your-advertising-sales/>
8. <http://smartamarketing.wordpress.com/2012/07/06/creative-ideas-in-advertising/>
9. <http://smallfuel.com/blog/entry/the-8-steps-of-an-advertising-campaign>

7. Schedule**Theory**

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Introduction to Idea - What is idea? - Idea in advertising - Idea that work	- Introduction to Idea - An A-Z of Visual Ideas: How to Solve Any Creative Brief, The Purpose of Advertising, chapter 01 page 2, Concept Over Execution, Substance Over Style, Introduction, page 8-13 and Why so many bad ads? Introduction, page 12. - Creative Process Illustrated, http://youtube-global.blogspot.co.id/2010/10/creative-process-illustrated-on-youtube.html - Key Ideas to Boost Your Advertising Sales, http://www.wranx.com/key-ideas-to-boost-your-advertising-sales/
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			<p>creative-process-illustrated-on-youtube.html</p> <ul style="list-style-type: none"> - Key Ideas to Boost Your Advertising Sales, http://www.wranx.com/key-ideas-to-boost-your-advertising-sales/
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7 F2F	LO 1 LO 2	How did creative department work? - Who creates an ad? - How did the work of flow in creative team? - Culture and atmosphere in the creative department	<ul style="list-style-type: none"> - How did creative department work? - An A-Z of Visual Ideas: How to Solve Any Creative Brief, Introduction, page 8-13, Advertising is not always the Answer, page 17, Here is to ad people, page 17, Communication in art and commerce, introduction, book 3, page 8-9 - Brand profiling and positioning, http://www.personadesign.ie/brand_profiling_and_positioning - Creativity in advertising when it works and when it doesn't, http://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt
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13 F2F	LO 1 LO 2	Understanding The Brief - Product and brand knowledge - The Problems - The Objectives - Tone and Manner - The Task	- Understanding the Brief - An A-Z of Visual Ideas: How to Solve Any Creative Brief, Introduction, page 8-13, Advertising is not always the Answer, page 17, Here is to ad people, page 17, Communication in art and commerce, introduction, book 3, page 8-9 - Creative Brief, http://www.adcracker.com/brief/Creative_Brief.htm
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16 GSLC	LO 1 LO 2	Creative Thinking - Brainstorming - Morphological Method - Mind Mapping	- Creative Thinking - An A-Z of Visual Ideas: How to Solve Any Creative Brief, Generating strategies and Ideas, page 108 How a team finds a ideas? Page 16 The greatest barriers to creativity, page 17 First ideas, book 3, part 3, page 18 Ideas – a meeting of minds, book 3, page 10 and Creativity is child's play, book 3, page 10 - 7 ways to generate great ideas, http://www.inc.com/kevin-daum/7-ways-to-generate-great-ideas.html
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28 F2F	LO 1 LO 2 LO 3	<p>Creative Approach</p> <ul style="list-style-type: none"> - How to convey the message? - Type of approaches - Mood Board 	<ul style="list-style-type: none"> - Creative Approach - Advertising by design : generating and designing creative ideas across media, Deconstruction Model Framework page 106, How to convey the advertising message, page. 108 Approaches, Page. 110 - Creativity in advertising when it works and when it doesnt, http://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt
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31 F2F	LO 1 LO 2 LO 3	<p>Art Direction</p> <ul style="list-style-type: none"> - Designing through organized element, principles to convey the message. - Collaborating visual and copy 	<ul style="list-style-type: none"> - Art Direction - Advertising by design : generating and designing creative ideas across media, Print Basic, Page. 208, Consideration for Print, Page. 210 - The 8 steps of an advertising campaign, http://smallfuel.com/blog/entry/the-8-steps-of-an-advertising-campaign
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37 F2F	LO 1 LO 2 LO 3	Creative Presentation - Content is the king - Ideas of presentation - Steps of successful presentation	- Creative Presentation - An A-Z of Visual Ideas: How to Solve Any Creative Brief, Presenting and selling your work, chapter 14, page 269-273 - How To Give A Good Creative Presentation, http://advertising.about.com/od/tipoftheweek/a/How-To-Give-A-Good-Creative-Presentation.htm
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8. Evaluation**Theory**

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	60%	√	√	√
Mid Exam	20%	√	√	
Final Exam	20%	√	√	√

Practicum

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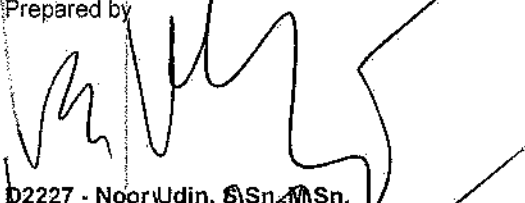
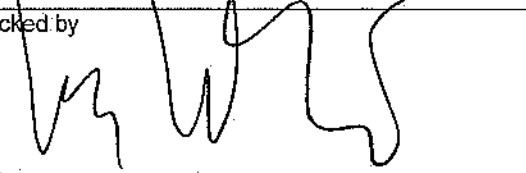
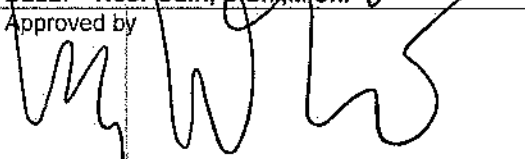
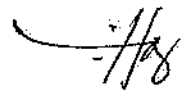
Final Evaluation Score

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 supporting materials of the generating ideas.	Ability to describe the elements that support the ideas development which identifying problems of campaign program	The describe problems of previous campaign by showing cases both strong and weak of the campaign	The describe problems of previous campaign by average opinions.	Student can describe the problems of brand campaign by assume.
	1.2. Ability to explain that campaign program is build by aspects such as identifying problems, knowing the target audiences, getting the consumer insight, capturing the market and trend situation.	Ability to explain that campaign is build by aspects such as identifying problems of brand, knowing the target audiences, getting the consumer insight, capturing the market and trend situation by some tools of research	The to explain that campaign is build by aspects such as identifying problems of brand, knowing the target audiences, getting the consumer insight, capturing the market and trend situation by group discussion	Students can explain that campaign is build by aspects such as identifying problems of brand, knowing the target audiences, getting the consumer insight, capturing the market and trend situation by using only	The campaign which build by aspects but not clear and incomplete explain

		and observation.	and observation.	what did they get in classroom	
LO 2	2.1. Students can explore the concept and ideas to response the problem of campaign is clearly and completely arranged.	The identity concept and ideas to response the problem of campaign is clearly and completely arranged	The identity concept and ideas to response the problem of campaign is almost complete	The identity concept and ideas to response the problem of campaign by direction in the classroom is clearly explain but incomplete	The identity concept and ideas to response the problem of campaign is incomplete identified
	2.2. Ability to apply the concept and ideas to create a powerful advertising campaign.	The identity of problems in campaign and apply the ideas to the advertising design is complete and appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design is almost complete and appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design is appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design in appropriate applied
LO 3	3.1. Ability to arrange the campaign strategy by organization and how to apply the ideas of advertising campaign to the effective medias	The campaign strategy by organization and how to apply the ideas of advertising campaign to the effective medias are completely and neatly arranged	The campaign strategy by organization and how to apply the ideas of advertising campaign to the effective medias are completely arranged	The campaign strategy by organization and how to apply the ideas of advertising campaign to the effective medias by direction in classroom are neatly arranged	The campaign strategy by organization and how to apply the ideas of advertising campaign to the effective medias are incomplete and neatly arranged
	3.2. Ability to apply the concept and ideas to create a powerful advertising campaign.	The identity of problems in campaign and apply the ideas to the advertising design is complete and appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design is almost complete and appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design is appropriate applied	The identity of problems in campaign and apply the ideas to the advertising design in appropriate applied

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