

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMMERCIAL ART

SEMESTER: V

Subject Name: **Campaign Design**

Sr. No.	Course Content
1.	Campaign Planning: 1.1 Definition of Campaign. 1.2 Various Medias (Visual & Audio visual) 1.3 Types of Campaign advertising. Consumer advt., Trade advt., Dealer advt., & Co-operative advertising. 1.4 Campaign Planning (Effectively & Economically) 1.5 Market survey
2.	Factor Influencing the Planning: 2.1 The Firm, Product, Price, Marker, Competition, Channels of distribution, Purpose, Theme, Media Schedule, Dealer program, Sales force & Co-ordination. 2.3 Budget.
3.	Basic Principle of Planning: 3.1 Basic principles. Domination, Concentration, Repetition, & Hammering. 3.2 Important of Unity & Community in planning.
4.	Purpose of Campaign Launching a New Product: 4.1 Purpose of Campaign planning. 4.2 New Product 4.3 Sales promotion 4.4 Stock clearances, Public awareness & Time target.
5.	Application if Unique Sales Point: 5.1 Consumer psychology. 5.2 Basic Appeals & Theme 5.3 Ideas (Soul of advertising) 5.4 Data collection 5.5 Consumer languages 5.6 Unique selling (Proposition) point of product 5.7 Product analysis
6.	Method of Reproduction: 6.1 Letter Press, Offset, Gravure, Lithography & Screen Printing.
7.	Marketing & Market Research: 7.1 Out door advertising 7.2 Indoor advertising 7.3 Nature & Scope of marketing. Production, Distribution, Transportation, Advertising, Scales, Costing & Budgeting, Consumer reaction, Product development.

	7.4 Nature & Scope of Market research. Product development, Production, Market, Marketing policies, Channels of distribution, Selling performances & Brand image.
8.	Legal Aspect: 8.1 Registration & copy right act 8.2 Terms & conditions for contract 8.3 Jurisdiction, Religion, Feeling & Country.

Laboratory Experiences:

1. Select any Company or its Product & use USP to Create Campaign.
2. Prepare all Components of Layout e.g. Logo Design, Symbol, Trademark, Copy & Illustration.
3. Prepare Layout for News Paper.
4. Prepare Layout Design for Magazine.
5. Prepare Folder Design or Brochure.
6. Poster Design.
7. Hording & Banner Design or Show Card & Mobile.
8. Cinema Slide & Calendar Design.
9. Prepare Art Work from any Design for Reproduction.

Note: Final design should be prepared manually or with the use of computer.

Suggestive Instructional Strategies:

Topic No.	Instructional Strategies	Key Resource Needed
1.	Visit to well established Agency	Book
2.	Visit of Studio	-
3.	Market Visit	-
4.	Video, Slide & Audio Show	Audio, Video cassette
5.	Visit	Computer
6.	Visit Press	-
7.	Discussion & Visit	Book
8.	Meeting & consultation Advocate	Trademark, Registration, Attorney Book

Reference Books:

1. Advertising Art & Ideas, Dr. G. M. Rege
2. The Theory & Practical of Poster Art, No. 7056 (GPG)
3. Advertising management, David A. Aaker
4. Adhunik Vigyapan (Hindi), Dr. Premchand Patanjali (Narmad Library)
5. Advertising its Role in Modern Market, Watson & Winston.
6. Advertising Competition & Consumer Behaviors.
7. Graphic-Real World graphic design
8. Visual Language
9. Graphic Advt-99
10. Advertising Annual
11. Graphic Poster-99
12. Graphic Magazine
13. The world of symbol/logo design, Trademarks, India's full color.