

GUJARAT TECHNOLOGICAL UNIVERSITY

DIPLOMA IN COMMERCIAL ART

Semester: 4

Subject Name ADVERTISING DESIGN

| Sr.No | Course content |
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| 1. | Function of advertising <ol style="list-style-type: none"> 1.1. information- Advertising being a form of Communication 1.2 Assurance of branded, standard and reputation. 1.3 Convenience- about quality, quantity, color, flavors, price etc. 1.4 Freedom of choice- many competitive brands on the market, A costumer gets the freedom of a wide choice 1.5 buyer's guide- helping the consumers to know what types of Product are available and their specialties etc. 1.6 Advertising creates demand and consequently sales- by dynamic And persuasive advertising and advertising can result in sales by Merely informing or reminding. 1.7 Advertising reduce selling cost- by large demands and production 1.8 Advertising creates employment- advertising is responsible for Increasing the production, it means that the manufacturer operating Shifts, this means employment for more people. 1.9 Advertising establishes reputation and prestige. 1.10 Truth in advertising- advt. agencies and the respective association Try to see that no untruthful of misreprinting advertising is published |
| 2. | Different Medias of Advertising. <ol style="list-style-type: none"> 2.1 Indoor media- all form of indoor advt. like symbol, Logo, all kind of stationery, News paper, magazine, booklet, broacher Publication, literature, pamphlet, folder, show-card calendar and Hanging forms etc. 2.2 Out door media- like, Posters, Banners, hoardings Boards, sings Sky-signs and Balloons etc. |
| 3. | Unique Selling Points <ol style="list-style-type: none"> 3.1 To collect all the data especially of a technical variety, from the manufacturer, couched it in easy to understand words and presents it in an attractive and interesting pictorial manner. 3.2 Product analyses- every possible angle of the product is thoroughly Examined to see how, each one could be adapted or translated into Creative advertising. |
| 4. | Visualization <ol style="list-style-type: none"> 4.1 The Visualization to create the most dramatic, exciting, efficient and Effective way of presenting after analyses the product. 4.2 There are so many technique for visualization, like to shown only Product, product shown on location, product in use, product with Model, benefit of product, comparison, contrast with other product, |

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| | Use of cartoon, dramatization of head line, logo, product and also model, Chart and diagramed. etc. |
| 5. | Different kind of Layout. 5.1 Symmetrical layout, Asymmetrical layout, Dominative layout, Isolative layout, Repetitive layout, Radiative layout. |
| 6. | Use of computer and Software. 6.1 Knowledge about computer software, Corel Draw Page makers, and Photoshop etc. Whichever is used for to prepare advertising design |

LABORATORY EXPERIENCE:

- 1 Prepare one creative Logo Design for famous company or product.
- 2 Prepare one creative symbol Design for above company or product.
- 3 Prepare one Label Design in multi colour, size according to product.
- 4 Prepare one greeting card in multi colour size “8 -10inch” single fold.
- 5 Prepare one Press layout for News paper Advertisement in single colour.
(Size 2 column x 20cms.)
- 6 Prepare one press layout for news paper Advertisement in multi colour.
(2 column 20cm.)
- 7 Prepare one press layout for magazine in multi colour. (Size 8-10inch.)
- 8 Prepare one poster design in multi colour.(Size 8-10inch) Productive or Non- productive.
- 9 Prepare one show card or mobile design in multi colour. (Size 8-10inch) Approximate.

REFERENCE BOOKS

- 1 Advertising Art & Ideas Dr. G.M. Rage
- 2 The world of symbols/ Logos & Trade mark -
- 3 Adhunik Vigyapan Dr. Premchand Patanjali
- 4 Advertising Anul “
- 5 The Theory & practical of poster Art.

Note: As per the need of term work you should be prepared work with the use of the computer.