

Semester V

Course Title: Advertising Design Studio – I (ATL)

Course Code: BFAGD-301

Credit Hours: 4 (2+2)

Course Outline:

Course Objectives

- To enable students to develop design solutions for local market
- Understand ATL Advertising Concepts: Gain a thorough understanding of Above-The-Line advertising and its role in comprehensive marketing strategies.
- Master Advertising Design Principles: Learn key design principles and techniques used in creating effective ATL advertising materials.
- Develop Creative and Strategic Skills: Cultivate skills in conceptualizing, designing, and executing ATL advertising campaigns.
- Analyze Case Studies: Examine successful ATL advertising campaigns to understand their design and strategic elements.
- To introduce modern ideas to existing localized practices.

Course Outcomes

Upon conclusion of the course students will be able to

- Proficiency in ATL Advertising Design: Students will be able to design compelling and strategic ATL advertising materials across various media.
- Strategic Insight: Students will develop the ability to create advertising strategies that effectively reach target audiences and achieve marketing objectives.
- Creative and Analytical Skills: Students will enhance their creative thinking and analytical skills through the examination of case studies and practical projects.
- Industry Readiness: Students will be prepared to enter the advertising industry with a solid understanding of ATL strategies and design practices.

Course Contents

Upon conclusion of the course students will be able to

- Introduction to ATL Advertising
- What is Above-The-Line (ATL) advertising?
- Differences between ATL, BTL (Below-The-Line), and TTL (Through-The-Line) advertising.
- Role of ATL in Marketing
- The purpose of ATL advertising in brand building and mass communication.
- Key ATL channels: TV, radio, print, and digital media.
- Advertising Design Fundamentals
- Creating Effective Advertising Content
- Crafting compelling messages and headlines.
- Designing visuals that align with the brand's identity and campaign objectives.
- Strategic Planning and Execution
- Setting campaign goals and objectives, and generating creative concepts and ideas.

- Storyboarding and visualizing ATL advertisements.
- Media Planning: Selecting appropriate media channels for ATL campaigns.
- Budgeting and scheduling.
- Production and Implementation
- Design for Various Media: Designing for print (magazines, newspapers, billboards).
- Designing for broadcast (TV, radio spots).
- Designing for digital platforms (online ads, social media).
- Case Studies and Analysis
- Practical Applications

Project Work

- Designing an ATL advertising campaign from concept to execution.

Recommended Books

1. "Design and Production" by J. Thomas and R. Morin
 - Offers a comprehensive overview of advertising design principles and production techniques.
2. "The Art of Advertising: Creative and Strategic Perspectives" by Simon Bell
 - Provides insights into both creative and strategic aspects of advertising.
3. "The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells" by Robert Bly
 - Focuses on writing effective advertising copy, an essential skill for ATL advertising.
4. "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler
 - A detailed guide on branding and design, useful for understanding how design integrates with brand strategy.
5. "The Advertising Concept Book: Think Now, Design Later" by Pete Barry
 - Explores the creative process behind advertising concepts and designs.
6. "Media Planning and Buying in the Age of Big Data" by Jim Surmanek
 - Provides insights into media planning, a key component of successful ATL advertising campaigns.
7. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch