



PRINT ADVERTISEMENT IN MAKING

Name of Course: PRINT ADVERTISEMENT IN MAKING

Duration:30 Hrs.

Offered by: Ramakrishna Sarada Mission Vivekananda Vidyabhavan

Eligibility: 10 + 2 Passed and RKSMVV Students

Course Fee: Rs. 200

Intake Capacity: 35

Course Overview:

This course will give an insight into the world of Print Advertising. Through different types of print advertising and marketing theories and techniques, students would learn the basics of selling a product through ad copy.

Course Objectives:

- To orient learners towards the practical aspects and techniques of advertising.
- To prepare learners to lay down a foundation on fundamentals of advertising.

- To build a knowledge of the art and craft of creating advertisements for Print media and its copy types.
- To impart knowledge on Display Ad Making.
- To provide an insight towards the various underlying dimensions and challenges in advertisement making.

Syllabus in Modules:

Print Advertisement in Making		
Module	Content	Duration(Hrs.)
1	Introduction to Advertising – Concept, Functions, Types; Advertising as a tool of communication	4
2	Print Advertising – Concept, Types of advertisement in newspaper; AIDA Model; Economic and social responsibility of print ad	4
3	Creativity in Advertising- Concept; consumer psychology; buying motives and selling points; visualization and elements of ad copy (copy, headline, logo, slogan, illustration, lay out)	4
4	Practical Assignment – Ad copy making for print media; headline and sub-headline writing; slogan writing; writing a classified ad, making a display ad, placing the visuals and writing USP	4
5	Practical Assignment (Computer)- Ad copy	4

	making for print media; headline and sub-headline writing; slogan writing; writing a classified ad, making a display ad, placing the visuals and writing USP	
Assessment and Project		10
Total duration		30

Resource Persons:

Aditi Das, Assistant Professor, Department of Journalism and Mass Communication, Ramakrishna Sarada Mission Vivekananda Vidyabhavan.

Sreejaya Chatterjee, State Aided College Teacher, Department of Journalism and Mass Communication, Ramakrishna Sarada Mission Vivekananda Vidyabhavan.

Tanika Deb Roy, State Aided College Teacher, Department of Journalism and Mass Communication, Ramakrishna Sarada Mission Vivekananda Vidyabhavan.

Nabanita Bhattacharyya, State Aided College Teacher, Department of Journalism and Mass Communication, Ramakrishna Sarada Mission Vivekananda Vidyabhavan.

Learning Outcomes:

After the completion of the course the students will be able:

- To acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- To have an understanding about the fundamentals of advertising, would gain a strong understanding of the basic principles of advertising, including key terminology, advertising mediums, and target audience.

- To develop creative skill, learn how to develop creative ideas and concepts for advertising campaigns and how to effectively communicate these ideas through various advertising mediums.
- To develop creative ideas for specific communication problems – develop specific ad copy for the creative idea using ad copy elements (slogan, headline, body copy, closing etc.) in the correct form.
- To seek jobs in advertising, advertising agencies, newspaper and media houses; production houses and event management organizations.

Assessment Procedure:

Three Formative Assessments' scores are provided as percentages. The Total Grade is determined based on the overall performance across all assessments. The Continuous Assessment column provides a general evaluation of the students' participation, engagement and adherence to deadlines throughout the course.

Grading criteria along with the corresponding percentage ranges:

A: 90%-100%

B: 80%-89%

C: 70%-79%

D: 60% - 69%

F : Below 60%