



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10140105

Subject Name : Design Project I : Ad Design

WEF Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

Prerequisite:	Basic knowledge of Graphic Design software and principals.
Rationale:	The course aims to provide understanding of elements of graphic design while learning the process of how a graphic novel is made from the start to the finish. It Includes a clear beginning, middle, and end structure of visual storytelling.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Interpret the target audiences for designing advertisements.	U
02	Utilize Graphic Design Rules for Advertising Design by demonstrating a practical knowledge of design fundamentals, inclusive of the elements and principles of design.	U, R, A
03	Create design solutions for specific media demonstrating fundamental knowledge of trends in advertising.	U, C
04	Develop the holistic approach in Communication Design through implementation of Design Thinking as constant attributes. On the other hand, practically implementing the theoretical aspects of the subject of Advertising.	U, R, A

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (In Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
				Theory		Tutorial/Practical		
L	T	PR	C	ESE (E)	PA/CA (M)	ESE (V)	PA/CA (I)	
0	0	4	2	0	30	50	20	100



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Communication Design)

Subject Code : 10140105

Subject Name : Design Project I : Ad Design

Course Content:

Unit No.	Course Content	No. of Hours	% of Weightage
1	Advertising Research for Advertising Design activity by selecting a topic (Product/Service)	10	16
2	Creation of Design brief elaborating the Creative Advertising Strategy based on new or existing USPs/ESPs, Creative Idea, Selection of Media (newspapers, magazines, outdoor/transit, Internet, television and beyond) and a Concept/Visual Note based on the Creative Idea	10	16
3	Rough Scribbling and iterations based on Concept/Visual Note and Mood Board Creation.	10	16
4	Implementation of suitable aspects for Various Media of advertising execution, whether it's a Motion Graphics, Animation, or Audio-Visual.	10	16
5	Utilization and exploration of copywriting techniques using creative and active words.	9	16
6	Advertising Layout Design based the brand guidelines using Adobe Photoshop, Adobe Illustrator, Adobe InDesign or equivalent program, enhancing brand recognition.	11	20
Total		60	100

Suggested Specification Table with Marks :

Distribution of Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	15	15	15	10	15

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

- Barry, Pete. The Advertising Concept Book: Think Now, Design Later: a Complete Guide to Creative Ideas, Strategies and Campaigns. Thames & Hudson, 2016.
