



Unit Title	Campaign & Strategy Design
FHEQ Level	Level 4
Unit Code	ABD18105
Credit Value	30 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	80
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	120
Total			300

Unit Description

This unit will allow you to put into practice some of the skills you have developed during your first year on the course. You will investigate how communication can be engineered to enhance the perception of a brand or market a product or service. You will examine how to understand a brief, identify insight and define a visual proposition. Using the methodology you established in previous units you will develop narratives that are able to evolve and build across a range of media channels. Utilizing visual systems, you will develop an understanding of how flexible consistency can be used to engage and gain trust. You will investigate the use of copy, motion, sound, behaviour and user interaction to create an integrated communication strategy that takes advantage of the inherent qualities of the different media channels you are working with. As a resolution of the first stage of the course you will then create a series of substantial, resolved outcomes and finalise proposals that demonstrate an understanding of professional presentation standards.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Iterative development, testing and refining.
- Planning & strategic thinking.
- Investigation of creative problems.
- Definition of insight and visual proposition.

- Ideas generation and visual analysis.
- Workshops and exercises to build skills in relevant software platforms.
- Contextual research & investigation.
- Investigation and understanding of current industry practice models.
- Examination of brand language and communication systems.
- Consideration of 'tone of voice' and consistent messaging.
- Investigation of media specific properties.

Unit Aims

- Develop and refine creative problem skills.
- Plan & produce a campaign with multiple executions to suit different media channels.
- Effectively combine copy, image, motion and interaction to engage an audience.
- Systematically control and adjust visual language over a number of outcomes.
- Further develop understanding of current practice in Advertising and Branding.
- Understand how to pitch and present ideas to a professional standard.
- Refine skills in relevant software platforms.

Unit Learning Outcomes

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Evidence an emerging personal creative and professional identity

Related Principle: CULTIVATE

Learning and Teaching Methods

Directed activity will enable students to establish core skills and an understanding of key concepts. Lectures provide a key tool of directed learning, but activities will also include workshop tasks and problems solving exercises in the studio. Specified tasks will also be required for completion outside of formal classes, and independent study and unsupervised access to resources form an important element of student learning. Critique, group discussion and tutorial provide opportunities for directed analysis, examination, exploration and evaluation. Students will receive feedback on their work during critiques, tutorials and group discussion. Peer review and feedback are also valuable within our assessment strategy. Formal feedback against learning outcomes and assessment is provided at the midpoint of the unit, alongside formative guidance. At the end of the unit summative assessment will take place in response to the submission of specified assessment evidence.

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
<ul style="list-style-type: none"> Portfolio of practical outcomes 	100% (all work marked holistically)
<ul style="list-style-type: none"> Research & reference material, tests, prototypes, proofs, refinements & other development material organised and presented in an appropriate format. 	

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Develop and refine solutions to a creative problem. (LO4)
- Demonstrate the ability to plan & produce a campaign with multiple executions to suit different media channels. (LO5, LO7)
- Evidence the effectively combination of copy, image, motion and interaction to engage an audience. (LO4)
- Systematically control and adjust visual language over a number of outcomes. (LO4)
- Demonstrate a further understanding of current practice in Advertising and Branding. (LO8, LO7)
- Pitch and present ideas to a professional standard. (LO8, LO5)
- Evidence skills in relevant software platforms. (LO4)

Essential Reading List

1. Blauvelt A, Graphic Design: Now in Production, New York: Walker Art Centre, 2011.
2. Brown, T., Change by Design. London: Harper Collins, 2009.
3. Davis Melissa. (2009) The fundamentals of branding. AVA Academia
4. Kolster, T., Goodvertising, Advertising that Cares. London: Thames & Hudson, 2012.
5. Newbery, P & Farnham, K. Experience Design. A Framework for Integrating Brand, Experience, and Value. Hoboken, New Jersey: John Wiley & Sons.

6. Thaler, R. H. and Sunstein, C. R., Nudge: Improving Decisions about Health, Wealth, and Happiness, London: Penguin, 2009.
7. Thompson, D. A Waking Dream, London: Eye 53: vol. 14 2004
8. Williams, E (2010) This is Advertising. London: Laurence King.
9. Yates, D. and Price, J., Communication Design: Insights from the Creative Industries, London: Bloomsbury Fairchild, 2015.

***Other reading matter and reference points will be specified within the project briefs that make up this Unit**