VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES
STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

Innovative Advertising

Prerequisites

B1 level of English language.

Main aim

Gain abilities how to get advantage and receive best results for an enterprise using social networks. To plan and implement visual solutions for company's representation purpose. To gain knowledge on contemporary semiotic theories and its application for various advertisement texts, provide understanding of semiotic analysis applied while evaluating content and effectiveness of various advertisements.

Summary

The module consists of three subjects: Signs in Communication (SC), Visual Solutions for Company (VS) and Social Networks (SN). The module provides knowledge and practical skills on communication means in a company. The students will pursue unique, interesting and innovative visual solutions for a company. They will learn to use Adobe Photoshop and CorelDraw programs. Applying the knowledge of semiotic analysis, the students will be able to analyse various communication items such as company brands, logos, visual and video advertising material, looking for the most effective solutions for a chosen company. Moreover, the students will understand the importance of communication in social networks, will learn about the advantages and disadvantages of various forms and formats of communication, and learn how to apply the knowledge in order to achieve effective communication through social networks.

Learning Outcomes

1. Understand the process of communication and be able to evaluate main factors influencing successful visual and written communication through advertisements.

2. Perceive visual content and its role in communication.

3. Learn what are the relevant and representative advertisements for the studied programme field.

4. Analyse messages transferred through visual means and understand the influence on different audience.

5. Gain knowledge on graphic design, its elements application in advertising.

6. Apply raster and vector software's for visual projects.

7. Project and create main and additional means of representation of a company.

8. Create visual advertisements for a company.

9. Observe the statistics of social networks in Lithuania and world.
10. Understand the behaviour of the users of the most popular social networks in Lithuania.
11. Analyse and develop knowledge of different formats, identify their advantages and disadvantages, understand what is important for paid and influential content.
12. Explain how to prepare the social networks strategy for a company or organization.
13. Know how to use the means of advertising on social networks and evaluate the content with technical tools.

Syllabus

1. Signs in Communication (SC)
1.1. Content of communication: perception and importance. Main elements and barriers of communication. Sign and sign systems.
1.2. The evolution and variety of signs. Semiotics.
1.3. The characteristics of signs. Evaluation and influence of forms, colours, and other attributes for brand awareness. The influence of context, cultural codes.
1.4. Analysis of symbols, brands, logos, printed advertisements, video advertisements and other means of visual communication.
1.5. The semiotic analysis and its application in order to assess advertisements of various means.
2. Visual Solutions for Company (VS)
2.1. Introduction to graphic design. Composition and colours.
2.2. Fonts.
2.3. Application of theories of propaganda and psychological influence in advertising.
2.4. Raster graphics– Adobe Photoshop.
2.5. Vector graphics – CorelDraw.
2.6. The creation of the main company's representation means.
2.7. The creation of the additional company's representation means.
2.8. Company's advertisements.
3. Social Networks (SN)
3.1. Social Media: Origins, Evolution. Differences, similarities and forms of social networks in terms of content. The use of social networks in the Lithuanian and global context.
3.2. Demographic picture of social network users in Lithuania. Consumer behaviour, habits in different age groups and in different social networks.
3.3. Quality assessment indicators of the most popular social networks in Lithuania.
3.4. Developing company's or organization's strategy for social networks. Analysis of current situation, advantages and disadvantages. Creative solutions for the future strategy, basic idea, tone of communication. Future communication formats, recording stylistics. Post promotion, post targeting technique. Expected goals for the social network.
3.5. Administration of social network profiles, measurement of results.

Evaluation procedure of knowledge and abilities

Project