MDIA5021

Advertising and Creativity

Term One // 2019

School of the Arts and Media // UNSW Arts and Social Sciences

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Nicholas Richardson	nicholas.richardson@unsw.edu.au	Appointments may be made by email	Rm231E Webster Bldg	93856355

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Turnitin setting: This is not a Turnitin assignment

Assessment 4: Pitch

Start date:

Details: Prepare and undertake a 3 minute ‘pitch’ of one portfolio pieceIndividual task, in-class presentation pass/fail.

Additional details:

Refer to moodle for details.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

Resources

Prescribed Resources

Barry, P. (2016). The Advertising Concept Book, 3rd Edition, London, Thames & Hudson.

Recommended Resources

Aitchison, J. (2004). Cutting Edge Advertising, 2nd Edition. Singapore: Pearson Hall.
Altstiel, Tom & Grow, Jean, (2010). Advertising Creative: Strategy, Copy, and Design, 3rd edition, Los Angeles: Sage Publications.
Hegarty, J. (2011). Hegarty on Advertising. London: Thames and Hudson.
Roman, K. & Maas, J. (2003). How to Advertise: What works, what doesn¹t - and why, 3rd Edition. London: Hogan
Sullivan, L. (2008). Hey, Whipple, Squeeze This: A Guide to Creating Great Advertising, 3rd Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Course Evaluation and Development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convener and tutors. Feedback and evaluation is used to improve the course each semester. For example, a group project has been removed from the assesssment tasks in 2019 based on student feedback in 2018. Students are encouraged to participate in online surveys later in the semester. An email will be sent to all students advising when, where and how to provide feedback.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another’s ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another’s ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person’s individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person’s academic work and copying it, offering to complete another person’s work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks