

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM430	Digital Advertising Production	8	3	0	0	3	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Teach the advertising production in all its aspects Requires of effective production advertising. To train skilled people in the field of production of advertising by giving them ideas on how to write a text ad, the stages of script and production
Content	Conditions for effective advertising production, writing of advertising text, scenario stage and basic information about realization of production
References	Televizyon Reklam Filmi Yapımı, Nesrin Tan Akbulut & Elif Eda Balkaş, Beta Yayınları, 2007 Adım Adım Reklam Üretimi, Nesrin Tan Akbulut & Elif Eda Balkaş, Beta Yayınları, 2006 Reklamcılık ve Satış Yönetimi, Haluk Gürgen, Eli Acıman, Faruk Atasoy, Nükhet Vardar, Anadolu Üniversitesi Yayınları, 1990 Şimdi Reklamlar, Müge Elden v.d. İletişim yay.2005 Book C, Albert-Schick, v.d. Reklamcılıkta etin ve Taslağın İlkeleri Çev.Dilek Şendil, Yayınevi yay, 1998 Avery Jim, Advertising Campaign Planning, Chicago, 2000 Lecture notes will be given as copies.

Theory Topics

Week	Weekly Contents
1	Introduction, announces the syllabus, methods to monitor and announcement of the bibliography.
2	a) "What is advertising? Its functions, its different forms " b) Historical evolution of advertising in the world and in Turkey.
3	Professional organizations in the advertising sector Approaches to advertising productions. The various forms of advertising, a few examples, analysis. Organization and management of an advertising-The various departments in an existing agency and their responsibilities.
4	The steps in making an advertisement, media planning. Developing an advertising strategy, budget, media decisions, advertising circles.
5	Enhancement-triangle relations in the client-agency-production company. The brief.
6	Concept of social advertising, analysis of social advertising campaigns. Proposal for a social advertising.
7	Evaluation of proposals. Importance of the jingle and the sound in audio-visual advertisements.
8	Partial examination
9	Importance of the script and a storyboard in advertisements. Preparing a presentation file for the client-preparation of the advertising -demand texts and storyboards.
10	Explanatory text and storyboards. Review of submission package for the client based criticism. Training of crew and definition of roles.
11	Preparations for filming.
12	Shooting

Week	Weekly Contents
13	Installation
14	Evaluation Project