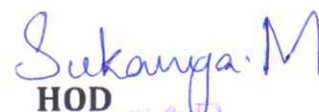


Report of Certificate Course On Creative Advertising and Designing

On 20th – 24th March 2018

**Organised By
Department of MBA**


COORDINATOR


HOD
HEAD
Dept. of Business Management
KG Reddy College of Engg & Tech.
Chilkur (V), Moinabad (M), R.R. Dist-501504.


PRINCIPAL
Principal
KG Reddy College of Engineering & Technology
Chilkur (V), Moinabad (M).
R.R. Dist., Telangana.



SUMMARY REPORT OF CREATIVE ADVERTISING AND DESIGNING

About Course

The certificate course on creative advertising and designing is concluded its work successfully by department of business administration (MBA) in KG ready college of Engineering and technology (KGR CET), Hyderabad, Telangana. This course is a forum to bring together students to discuss innovative ideas and diverse topics of this course on next generation of information technologies. Department has taken a new step for students to improve the quality of study through this course and become most wide scale , extensive, spectacular event in business administration department. The five days course was held in MBA seminar hall.

Media industry is the biggest hub of creativity, talent, exposure, and opportunities for a perfect glamorous career that would help you rejuvenate your personality emphasizing on vital elements in you to bring out the best in you. Most of the people are skeptical about the career opportunities while opting for Advertising Course. But, now it' s time to get your mind out of muddled possession on a new track with factual concepts and a huge scope for a fanatic career ahead. A personality with bold attributes and immense desire to bring out the creativity is a perfect match for this course.

Creative Advertising & Designing Course from our organization is specifically concerned with the training of designing and promotion of products and services in the market through the print media and internet. You will equip yourself with the knowledge and understanding about the design, marketing, and promotional design strategies which enable them to convince the audience to become a consumer.

You are expected to use your creative designing skills together with understanding of business and marketing objectives in order to achieve successful advertising design campaigns.

- Media is making a significant impact in our everyday lives. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research.
- Marketing course by Nurture Talent can be your entry into the ever expanding world of Ecommerce, Blogging and Internet Marketing.

Scope of the Course

The role of creative advertising and designing is to be emphasized in business administration, to enhance and motivate the new concepts for wide range of advertisements. It has different kind of advertisements as per organization and individual needed.

This course is going to create ample of opportunities to the aspirants who like to start their career in advertising.



KG REDDY

College of Engineering
& Technology

The course contains both theory and practical for applications as well as design methods based on advertising related topics. The list of topics spans all the areas of the advertising domains. It covered significant recent developments in the field, both of a foundational and applicable character of this course. An important feature of this course is very useful in service carrier. The selected topics of this course helped to make project work. This permits also a rapid and broad dissemination of project and research work.

Objectives of the course

The objective of the course is to bring together experts from academic institute and training institute for sharing of knowledge, expertise and experience in emerging trends related to the advertising topics.

- To understand the concept designing techniques.
- To analyze brain storming techniques.
- To understand different types of ads
- To understand the process of ad-creation
- To understand the layout of an advertisement.

OUTPUT:

This course was not only shared the knowledge among students but also tied up with expert for upcoming course. The main outputs are mentioned below:

- ❖ The expert shared his knowledge among students.
- ❖ Students learned techniques of designing an advertisement.
- ❖ Students interact with expert to gain their additional knowledge for future research work.
- ❖ Students found new ideas, concept, knowledge on technology, different application of methodologies from different sessions of course.
- ❖ They have learnt the concept and creativity in designing.
- ❖ Students learned about brainstorming techniques like escape thinking, reverse thinking etc.
- ❖ Students learnt the elements and rules of layout of designing and creating an advertisement.

Summary of Participants

- (a) Number of students attended this course: 43
- (b) Number of students attended written exam: 43
- (c) Number of students qualified the exam: 43

Day-1
(20-03-18)

Time: 09:30 AM to 11:00 AM

Inauguration of certificate course

The first day was started with the inauguration session. In this session chief guest of the program Prof.L.Srinivas reddy addressed the gathering by giving inspirational speech on the changes in the global competition and how this competition is providing the scope for the innovative and creative thoughts to bring into the management decisions like creative advertisement.

Principal Prof. R.S. Jahagirdhar addressed the students regarding the essence of creativity in marketing and how important is the marketing function in the organization.

Our HOD, Dr.M. Sukanya addressed the students towards advertising opportunities and challenges in the global market.

Time: 11:10 AM to 04:00 PM

Introduction to Creative Advertising and Designing

In the first session, Dr. K.Chakradhar has given an eye opening ceremony of design role in advertising. He covered key elements of the design with live examples. He also covered the revolutions of design with innovative technology advancement and its association with advertisement. At the end of the session, he covered how the ad designing element is creating the brand loyalty towards the customers, for getting closely associated with the customers.





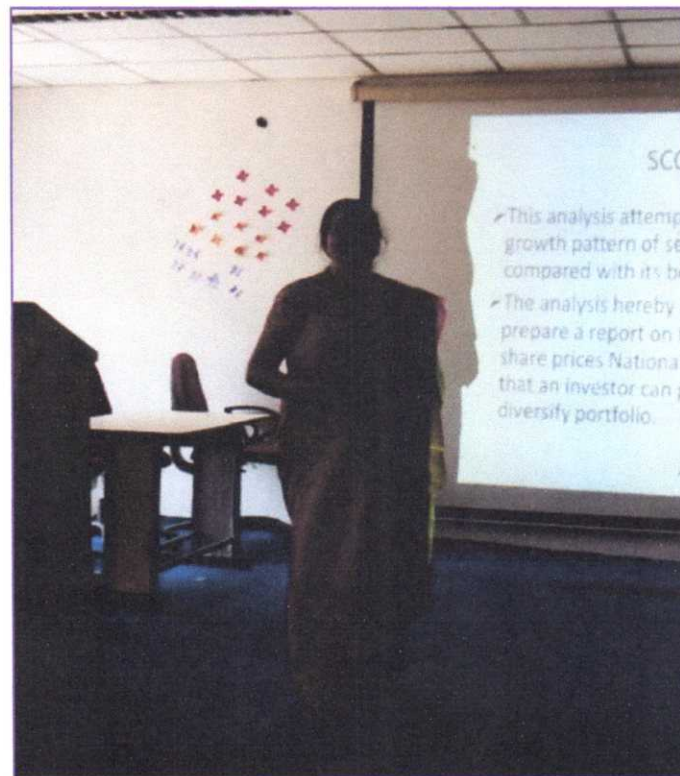
The average person is exposed to thousands of messages each day. Many studies cite that audience are bombarded with 2000 – 3000+ messages per day in the form of signage, advertisements, articles, web pages, marketing materials, packaging. It's a lot of information and information that someone has designed to create an impact.

Day-2 (21-03-18)

Ideas Generating Questions, Creative Thinking Techniques

In the Second session, Dr. S. Suneetha has given nice lecture on creativity, focused elements of creativity and the importance of critical thinking in creativity. In the middle of the session madam involved the students for developing the creative thoughts for advertisements. Students were actively involved in the brainstorming session by giving & by sharing their creative thoughts.

Creative thinking exercises, brainstorming tips, activities for creative teams and design inspiration, all geared towards helping you develop the best design solutions. Don't neglect your creativity. Feed it. Nurture it. And let it breathe. Let it be accessible for when you need it most. Finally she shared some of the ideas which can grab good attention from the customers.



Resource person Dr. Sunitha delivering lecture

Day-3
(22-03-18)

Concept Advertising, Story Telling

In the third session, Dr. S. Suneetha has given Concept (art) is a form of illustration where the main goal is to convey a visual representation of a design, idea or mood for use in movies, video games or comic books before it is put into the final product.

Concept art is also referred to as visual development and/or concept design.

So the sequence of concept design is:

- 1.brainstorming ideas
- 2.jotting down points
3. Researching on the ideas
- 4.sketching
- 5.eliminating/choosing at least 3 ideas
6. Refining (concept development)
- 7.choosing final solution
- 8.executing the project



Resource person Dr. Sunitha delivering lecture

Day-4
(23-03-18)

Brainstorming Techniques, Escape thinking, Reverse Thinking

In the fourth session Dr. Sukanya Metta has addressed the students regarding the importance of brainstorming in the creation of new ideas. She also has put forward how to fill the gap in the market by using strong analytical skills through market mapping and positioning mapping. She has also stressed the importance of escape thinking, reverse thinking and counteraction busting.

She also discussed rules for brainstorming that are

- ✓ Weird, wild, wacky and off the wall
- ✓ ideas are welcome
- ✓ Negativity is not
- ✓ Build on ideas. Don't shoot them down
- ✓ All contributions are welcome and respected
- ✓ Do not censor yourself. Just say it
- ✓ No interruptions from outside allowed (That includes cell phones.)
- ✓ We will take a short break every hour

Finally she concluded the session with gap filling and group ideation.



Resource person Dr. Sukanya Metta delivering lecture



Resource person Dr. Sukanya Metta delivering lecture

Day-5
(24-03-18)

Designing a sample ad, Ad-layout Techniques, Activity- Ad Design

In the fifth session Dr. Sukanya Metta has discussed the designing and layout of an AD. She also discussed the elements of an AD layout and the difference between creation of a print ad and digital AD. She also has asked the students to make a poster presentation. Design comes with some rules. While breaking design rules is allowed and even (in some circumstances) encouraged, it's important to at least be aware of the rules you are breaking so you can break them the right way. Here are some design rules you should consider,

- ✓ Don't forget to kern
- ✓ Don't disregard readability/legibility for aesthetic reasons
- ✓ Keep your line lengths short
- ✓ Have purposeful hierarchy
- ✓ Practice appropriate word spacing
- ✓ Use the correct alignment
- ✓ Always use a grid
- ✓ Always design for your audience
- ✓ Have a logical colour palette
- ✓ Have a consistent font palette
- ✓ Never use display fonts for body copy



- ✓ Never stretch type Avoid colour discord
- ✓ Don't think of white space as empty space



Resource person Dr. Sukanya Metta delivering lecture

She also discussed the importance of advertising and the future of advertising in the competitive market.