



- ▶ creative side : creative thinking, concept development, copy, layout & design, production

This course is to provide participants with knowledge and understanding of Creative and the major role it plays in advertising and communication.

Pre-requisite:

Participants who are keen to pursue this course must have knowledge and understanding of basic Advertising Principles.

Objectives:

Upon completion of this course, participants will:

- understand and appreciate the creative process.
- have a knowledge of the different media choices in advertising and communication.
- understand the basic disciplines of creative and their applications.
- have knowledge of various types of creative formats, their merits and applications.
- gain knowledge of the various suppliers and their roles in production and post-production.

Date of Commencement: 27 July 2010

Duration: 4 months

Day: Tuesdays

Time: 7.00pm – 9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM850 per participant

HRDF Training Grant: SBL



Contents:

- Role of Creative Division in the Agency
- The Creative Brief
- Basic Creative Discipline
- Creative Thinking
- Creative Approaches / Styles
- Copywriting
- Art Direction / Production

Suitable for individuals and personnel who need to understand the creative aspects of advertising