



## Course Outline Form

Course Code : ICA 318 Course Title : Publicity and Publication

Credit 3 Semester 2nd Academic Year 2011

Instructor: Thantranont Dhamalongkrot

### Course Description

Theory and practice of publicity media production, both print and electronic media: emphasis on production processes such as media and message selection and utilization, editing techniques, information graphics, page design and layout, typography, and the use of color.

### Required Text (s):

Illustrator, Photoshop, Premiere Pro

Lecture and Assignment post on [www.wholeinone.co.th/ica318/](http://www.wholeinone.co.th/ica318/)

All project all student have to print in A4 size and turn in on time

Late work will be reduce you points

### Evaluation and Assessment:

Attendance/ Participation	10%
Projects 1 & 2 30% each	60%
Midterm	10%
Final	20%
<b>Total</b>	<b>100%</b>

Week	Topic	Remark
1	Below the line 1	
	Over all on below the line marketing, sample, step of work, how to	
	Packaging design introduction	
2	Below the line 2	
	Leaflet design, sample, step of work, how to	

	File format & color, out put to printer	
3	Below the line 3	
	Intro to Direct Marketing, sample, step of work, how to	
4	Below the line 4	
	Intro P.O.P, sample, step of work, how to	
	Intro Typograpy	
5	Below the line 5	
	Brand Identity	
	sample, step of work, how to	
6	Project 1 presentation	
	Exhibition style with presentation on project work	
<b>Week</b>	<b>Topic</b>	<b>Remark</b>
7	Mid-Term Exam	
8	Above the line 1	
	Intro to ATL, Advertising, sample, step of work, how to	
9	Above the line 2	
	Print Advertising sample, step of work, how to	
	Story Board	
10	Above the line 3	
	Concept creator guideline, execution direction, sample, step of work, how to	
	Shooting Board	
11	Above the line 4	
	Production process, step of work, how to	
12	Above the line 5	
	Editing, footage, sound, mixing	
13	Above the line 6	
	Presentation technique, how to sale the idea to client	
14	Project 2 Presentation	
	Exhibition and presentation style on project 2	

