

COURSE SPECIFICATION - BA (Hons) Creative Advertising



1. General information

Course Title	Creative Advertising
UCAS code	W900
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	ScreenSkills Quality Mark
Relevant QAA Benchmark(s)	Art & Design 2017
Date of most recent review/approval (for new courses)	2019-20
Date of next review	2025-26

Awards	Credits	Duration	Mode of study
BA (Hons) Creative Advertising	360 (180 ECTS)	3 years	FT
BA Creative Advertising*	300 (150 ECTS)	3 years	FT
DipHE in Creative Advertising*	240 (120 ECTS)	2 years	FT
CertHE in Creative Advertising*	120 (60 ECTS)	1 year	FT
*Exit award only			

2. Course Aims

This course aims to provide you with:

- The ability to grow a professional understanding of advertising practice and to develop the necessary skills to work as an advertising professional, or to progress to a higher level of study at MA level in a related discipline;
- An academically rigorous and practical course of study that develops your capability to integrate and articulate your learning at a strategic and practical level;
- A course that focuses on creative thinking and exploration (Level 4), strategic implementation, pragmatism and experimentation (Level 5), creative practice, professionalism and the ability to reflect and grow as autonomous learners (Level 6);
- A specialised course of study in creative advertising with a focus on ideas, exploring copywriting and art direction in the context of both traditional and digital media;
- A high-quality education in a stimulating and appropriately resourced environment.

3. Distinctive Features

Distinctive features of the course:

The course is both creative and pragmatic with a strong academic foundation. The support from the advertising industry, the course curriculum and the way in which it is delivered make the course unique, viable and sustainable. The course focuses on the development of creativity and effective ideas. The creativity is derived from students learning and adopting a number of 'creative thinking models' that when used in any variety of combinations, the results are extremely broad and diverse. The introduction of communication principles and creative strategy, give the content a more pragmatic grounding, which responds to industry needs.

The uniqueness of the course is echoed in the briefs. The problem [brief] presented to you do not have a predefined right nor wrong answer, they are open to interpretation, allowing you to identify the problem and deliver communication, which is efficient, effective and on-brand. The ambitions of the course are such that it will explore theory and practice in order to develop alternative methods of communication within the context of advertising. The links with agencies and endorsements of industry professionals suggests that creativity plays a fundamental role within a dynamic and sophisticated advertising world. Responding to industry changes, where roles are often redefined, and supporting the view of professional practitioners, students must be allowed to develop the ability to diversify talents and proficiencies, which should include, but not be limited to copywriting or art direction. With this in mind, some of the modules, are designed to encourage you to explore a variety of strategic roles, for example, planners, account handlers and strategists. Similarly, you will be encouraged to utilise copywriting and art direction to explore and assess creative roles and how different media and technologies can be employed to deliver a coherent, effective and meaningful message.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUCA401 Prologue	30	15	300
LAUCA402 Ideas	30	15	300
LAUCA403 Strategy	30	15	300
LAUCA404 Language	30	15	300
Level 5	Credit Points	ECTS	Learning Hours
LAUCA501 Creation	30	15	300
LAUCA502 Disruption	30	15	300
LAUCA503 Reaction	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUCA601 Ready	60	30	600
LAUCA602 Go	60	30	600

4b. Course Map / Structure

Level 4

Semester One	Prologue (LAUCA401) <i>30 Credits</i>	Ideas (LAUCA402) <i>30 Credits</i>
Semester Two	Strategy (LAUCA403) <i>30 Credits</i>	Language (LAUCA404) <i>30 Credits</i>
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

Level 5		
Semester One	Creation (LAUCA501) <i>30 Credits</i>	Disruption (LAUCA502) <i>30 Credits</i>
Semester Two	Reaction (LAUCA503) <i>60 Credits</i>	
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

Level 6		
Semester One	Ready (LAUCA601) <i>60 Credits</i>	
Semester Two	Go (LAUCA602) <i>60 Credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Creative Advertising (Exit Award)
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.		

5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at Level 4, through development of skills and ideas at Level 5, progressing to application and synthesis of skills, originality, and theory in practice at Level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	

CA4.1 Give examples of how to generate creative outcomes suitable to the professional and wider contexts of advertising.	LAUCA 401 402, 403, 404
CA4.2 Document your growing understanding of the wider advertising contexts through the exploration of theoretical or applied methods of practice.	LAUCA 401 402
CA4.3 Give examples of analysis, evaluation, experimentation and development of creative ideas to communicate through media with various audiences.	LAUCA 401 402, 403, 404
CA4.4 Identify an understanding of producing work that follows the principle of strategy which is effective in communicating with various audiences.	LAUCA 403, 404
CA4.5 Give examples of the creative process from research through ideation to execution, using a variety of media production technologies.	LAUCA 403, 404
CA4.6 Identify an ability of applying methods to problems, communicating effectively in a format appropriate to the advertising discipline.	LAUCA 401 402, 403, 404

Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
CA5.1 Evidence a critical understanding of the relationship between theory and practice and how this informs the development of creative products suitable to the professional and wider contexts of advertising	LAUCA 501 502, 503
CA5.2 Evidence critical skills capable to analyse, evaluate, experiment and develop creative ideas to effectively communicate through appropriate media with audiences.	LAUCA 501 502, 503
CA5.3 Evidence the capability of producing work that follows the principles of strategy to develop effective communication in response to different audiences and needs.	LAUCA 501 502, 503
CA5.4 Demonstrate an ability to solve communication problems through the development of creative outcomes suitable to the professional and wider contexts of advertising.	LAUCA 501 502, 503
CA5.5 Apply the creative process from research through ideation to execution using a variety of media production technologies in response to advertising challenges.	LAUCA 501 502, 503
CA5.6 Demonstrate an ability to select methods, manage and self-direct projects in response to problems, communicating effectively in a format appropriate to the advertising discipline.	LAUCA 501 502, 503
CA5.7 Apply interpersonal and social skills to interact with others, work collaboratively and contribute effectively to advertising challenges.	LAUCA 501, 503

Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
CA6.1 Demonstrate an independent critical aptitude, specific knowledge and specialist understanding of the professional and contextual location of your practice.	LAUCA 601

CA6.2 Evidence the combination of your knowledge and understanding to generate effective creative solutions within your designated discipline in order to progress into employment or other progression opportunities.	LAUCA 601, 602
CA6.3 Evidence a level of process and professional practice that demonstrates a critically informed application of the materials and professional skills of your chosen advertising discipline.	LAUCA 601, 602
CA6.4 Use information, experiences and a range of appropriate communication methods to present yourself as a professional practitioner.	LAUCA 601, 602
CA6.5 Demonstrate a clear vision of where your creative strengths lie and how these can be utilised to develop appropriate career paths and opportunities relevant to the plethora of advertising practice.	LAUCA 602

6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Undergraduate Teaching & Learning at Leeds Arts University](#).

6a. Teaching and Learning

Level 4

Level 4 (Certificate of HE exit), is primarily concerned with developing an ability to investigate and recognise, to explore and understand, to build the bases for a sound knowledge of the fundamental elements of the discipline. You will develop an awareness of advertising, brands, context, language, practices, creative and strategical thinking. You will further explore thinking by questioning, then questioning your thinking. This encourages imaginative and logical processing, affording you the skills and tools required to be a 'creative' within an advertising context. The course approach to teaching will consider your learning experience and the transition from your previous course to help develop appropriate study skills required for Level 4 study.

Level 5

Level 5 (Diploma of HE exit) encourages you to explore a range of talents, proficiencies, and roles, from digital, through to strategic and creative, including the traditional collaborative dynamism of copywriter and art director. This level requires you to form creative strategies for all modules and develop their own creative brief. You will respond to live and competition briefs, informed by, and relevant to the advertising industry, which demands a more pragmatic approach to creativity. At this level, you will demonstrate an ability to apply previous learning to the development of coherent and compelling communication, translating ideas into scalable and effective solutions.

Level 6

The final year (Honour exit) affords you with the tools to create outputs with a degree of professionalism that will clearly illustrate their ability to combine the theoretical and pragmatic aspects of field. At this level, you will be required to plan your career, decide on directions, make contacts, build relationships and develop a portfolio of work informed by a professional evaluation and a theoretical appreciation of the problem. Reflection on your creative journey manifest itself through the creation of advertising campaigns and the development of academic content demonstrating your ability as strategic, creative thinkers with an understanding of communication theory.

6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course.

Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

The Leeds Arts University assessment approach regards 'performance' as the key term for the diverse creative outputs submitted in assessment across its provision. Your creative output therefore, is the performance of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically through five assessment 'fields'. These fields remain consistent throughout each level of study and are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design. The fields are:

Field	Descriptor
Presentation	That which is seen by exhibition, portfolio, transcript, performance, relevant to tasks set.
Process	Evidence of the learning journey through method in haptic, physical practice based and textual applications.
Idea	Thought, concept or aim relevant to task, student centred and with clarity of vision.
Documentation	That which evidences the student's journey in and through research, technical experimentation, and/or creative endeavour. Could include: data; reflection; analysis; planning.
Technical	Quality and/or utility of the technical features employed; demonstration of skill/competence in media relevant to task.

6c. Feedback

Tutors will provide written and/or oral feedback, both in support of your ongoing development, as well as in direct response to student work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is particularly manifest within the iterative dialogue which takes place between tutor and student(s) in practical learning contexts.

Feedback is an essential element of assessment. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All the modules on this course contain formal formative feedback sessions using the assessment 'fields' where you will receive written feedback

on your progress to meet this developmental aim. You will be provided with written summative feedback on your module assessment at the end of each module.

Formative

You will receive formative feedback on your progress throughout the module in a number of ways. Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

Summative

At the end of the module you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.