



Course Information Sheet

Course Title Creative Advertising – University

Course Code IDC4U0

What do you do in this course?	What you do NOT do in this course.
<ul style="list-style-type: none"> - Learn about the past, present and future of advertising. - Learn the theory and critical process of creating an advertising campaign - Learn to critically evaluate advertisements from a variety of media from traditional TV, Radio and Print to the future of online and social media - Explore career pathways <p>Class work comes primarily in the form of group projects and presentations</p>	<ul style="list-style-type: none"> - Watch advertisements each day

Recommended knowledge/skills for successful completion
<ul style="list-style-type: none"> - Critical thinking, problem solving and CREATIVITY - The ability to work collaboratively in partners and groups - Technical skills in illustration, digital media, drama and/or video is an asset - Gr. 10 Business and/or Gr. 11 Marketing is recommended (not required) - Gr. 10 or Gr. 11 Media Arts is recommended (not required)

<u>Other (e.g. homework commitment)</u>
<ul style="list-style-type: none"> - Homework will be in the form of project work. Independent work outside the classroom will be required to complete project based tasks.

Please note: This form will assist students/parents in selecting courses that reflect the aptitudes and interests of the student. Be sure to check the common course calendar for a required prerequisite.