

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University, Cluj-Napoca
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of study	Communication Science
1.5 Level of study	Master
1.6 Study program / Qualification	Advertising and Public Relations

2. Information about the discipline

2.1 Discipline title	ADEVRTISING IN WRITTEN AND OUTDOOR PRESS (UMG5311)						
2.2 Course lecturer	Dr. Ramona Onciu						
2.3 Seminar assistant	Dr. Ramona Onciu						
2.4 Year of study	2	2.5 Semester	4	2.6. Evaluation type	E	2.7 Discipline type	Mandatory

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					50
Supplementary documentation in the library, on electronic platforms and in the field:					30
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					40
Tutorials					10
Examinations					9
Other activities:					
3.7 Total hours of individual study					139
3.8 Total hours per semester					175
3.9 Number of credits					7

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	•
5.2 for the seminar/laboratory	•

6. Accumulated specific competencies

Professional competencies	<p>Adapting communication strategies to different types of audiences involved in communication</p> <p>The graduate will:</p> <ul style="list-style-type: none"> • Understand audience segmentation and will be able to identify different target audiences in the context of particular communication projects; • Discern between different editorial strategies depending on different digital communication situation factors and categories of users or audience segments; • Understand human mental processes such as attention, memory, language, perception, problem solving, creativity, and thinking.
Transversal competencies	<p>The graduate will be able to:</p> <ul style="list-style-type: none"> • Solve, in a realistic manner, with both theoretical and practical argumentation, common professional situations, to provide an efficient and deontological solution; • Apply efficient teamwork techniques, in a multidisciplinary team, accomplishing tasks on hierarchic levels; • Self-evaluate the need for professional training for the purpose of insertion and adaptation to the requirements of the labour market; • Follow clients' briefs, work plans and work schedules, adapt to artists' creative demands, follow technical requirements by developers and finish projects within budget; • Develop professional networks, build contacts to maintain news flow, build business relationships and use different professional communication channels; • Approach problems in a critical manner, develop creative ideas and analyse collected data on consumers and products' market.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	Acquiring the basic knowledge necessary for the analysis and creation of advertising materials in print and outdoor media.
7.2 Specific objectives	<ul style="list-style-type: none"> • Acquiring proficiency in using specialized software for drafting PR materials. • Developing a specialized language proficiency. • Enhancing skills in using Adobe Photoshop software. • Developing the ability to analyze advertising materials. • Utilizing new information and communication technologies..

8. Contents

8.1 COURSE	Teaching methods	Observations
1. Introduction to class requirements	Oral presentation and discussions	
1. Adobe Photoshop: <ul style="list-style-type: none"> • Workspace setup. • Saving options. • Selection tools. • Demonstrating the working method using the layer system. Work elements: <i>selection elements, Crop, Eye dropper, Healing Brush, Brush Tool, Clone stamp, Eraser Tool, Gradient tool, Paint Bucket tool, Layers, Transform tools, Colors;</i>	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
2. Adobe Photoshop <ul style="list-style-type: none"> ○ Presentation: <i>Blur tool, Sharpen tool, Sponge tool, Dodge tool, Smudge tool, Sharpen tool, Feather tool;</i> ○ Presentation <i>Pen tool;</i> ○ Text writing; ○ Principle of <i>Rasterizare;</i> ○ Presentation <i>Path selection Tool</i> și <i>Direction Tool;</i> ○ Presentation <i>Meniu Shapes;</i> 	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.

3. Presentation <i>Menu Transform, Groupare Layere, Create new transparent layer, Adjustment Layers;</i>		
4. Adobe Photoshop <ul style="list-style-type: none"> ○ Presentation: <i>Blending Option Layer, Drop/Inner Shadow, Outer/Inner Glow, Bevel and Emboss, Satin, Color Overlay, Pattern, Stroke;</i> ○ Presentation: <i>Reveal All Mask, Hide All Mask, Quick Mask;</i> Prezentare <i>Liquify;</i>	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
5. Adobe Photoshop <ul style="list-style-type: none"> ○ Presentation <i>Menu Filter: Liquify, Blur, Distort, Noise, Pixelate, Render, Sharpen, Stylize;</i> ○ Creating the mirroring effect. 	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
6. Adobe Photoshop <ul style="list-style-type: none"> ○ Presentation: <i>Menu Select;</i> ○ Presentation: <i>Menu Layer;</i> ○ <i>Use Paterns;</i> 	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
7. Adobe Photoshop Way of designing a print	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
8. Adobe Photoshop <ul style="list-style-type: none"> ○ <i>Convert to smart objects;</i> ○ <i>Merge;</i> ○ <i>Channels;</i> ○ <i>Clipping Mask;</i> 	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
9. Adobe Photoshop Developing a print	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
10. Adobe Photoshop Developing a flyer	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
11. Adobe Photoshop Creating advertising material: PowerPoint presentation template or business card design.	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.
12. Adobe Photoshop Creating graphic elements required in advertising materials.	Oral presentation and discussions	The concrete creation of advertising materials through the application of previously learned concepts.

Bibliography:

- Stinson, Craig; Carl Siechert, *Microsoft Windows 2000 Professional*, Teora, București. (sau o altă lucrare care tratează acest subiect)
- Rubin, Charles, *Totul despre Microsoft Word 2000*, Teora, București. (sau o altă lucrare care tratează acest subiect)
- Atkinson, C. (2005). *Beyond bullet points: Using PowerPoint to create presentations that inform, motivate, and inspire*. Redmond, WA: Microsoft Press (sau o altă lucrare care tratează acest subiect)
- Halvorson, M., & Young, M. J. (2001). *Microsoft Office XP inside out*. Redmond, Washington: Microsoft Press (sau o altă lucrare care tratează acest subiect)
- Adobe Photoshop CS5 for Photographers: The Ultimate Workshop, Martin Evening and Jeff Schewe, Copyright © 2011, Martin Evening and Jeff Schewe. Published by Elsevier Inc. All rights reserved

- Adobe Photoshop 6.0, User Guide, ©2000 Adobe Systems Incorporated. All rights reserved.

8.2 SEMINAR	Teaching methods	Observations
1. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
2. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
3. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
4. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
5. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
6. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
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11. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	
12. Applying course concepts (Adobe Photoshop).	The creation of graphic elements by each student during class.	

Bibliography:

- Stinson, Craig; Carl Siechert, *Microsoft Windows 2000 Professional*, Teora, București. (sau o altă lucrare care tratează acest subiect)
- Rubin, Charles, *Totul despre Microsoft Word 2000*, Teora, București. (sau o altă lucrare care tratează acest subiect)
- Atkinson, C. (2005). *Beyond bullet points: Using PowerPoint to create presentations that inform, motivate, and inspire*. Redmond, WA: Microsoft Press (sau o altă lucrare care tratează acest subiect)

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- Adobe Photoshop CS5 for Photographers: The Ultimate Workshop, Martin Evening and Jeff Schewe, Copyright © 2011, Martin Evening and Jeff Schewe. Published by Elsevier Inc. All rights reserved
Adobe Photoshop 6.0, User Guide, ©2000 Adobe Systems Incorporated. All rights reserved.

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

The skills acquired in this discipline provide graduates with the ability to independently or collaboratively create promotional materials such as posters, flyers, business cards, PowerPoint templates, and other advertising design products.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Evaluation of the acquired knowledge and the use of the specific terminology	Final examination	90%
10.5 Seminar/laboratory	Evaluation of the readings in the domain	Activities	10%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> • Utilizing the basic elements of Adobe Photoshop software. • Adhering to instructions for project completion. 			

Date:
1 October 2024

Course lecturer signature
Dr. Ramona Onciu

Seminar assistant signature
Dr. Ramona Onciu

Head of department's signature
Prof. Ioan Hosu, Ph.D.