

# ADVERTISING BY DESIGN



# ADVERTISING BY DESIGN

GENERATING AND DESIGNING  
CREATIVE IDEAS ACROSS MEDIA

THIRD EDITION

ROBIN LANDA

**WILEY**

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*For my darling daughter, Hayley*

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# PREFACE

We live in a connected age where we can snack on media 24/7, viewing what we want, when we want, and how much we want. Many of us participate with brands and content in social media and online in ways that are engaging and behavior-changing. The advertising ecosystem has changed because of the ever-evolving digital landscape. To reflect the changes in the advertising industry, I changed and expanded the third edition of *Advertising by Design*.

This book remains the most comprehensive text on creative idea generation and designing for advertising. Its content and features make it a highly effective resource for instructors, students, or any reader interested in the creative side of advertising. In *Advertising by Design*, the approach is to start stories people will co-author and participate in across media channels; generate ideas that benefit people; design those ideas to grab people's attention; build brand communities; and be creative while delivering on the brand promise.

## NEW TO THIS EDITION

**This new edition of *Advertising by Design* focuses on:**

- Understanding the audience in the 24/7 connected age
  - Knowing the strategic thinking underpinning the brand
  - Generating strategic, viable, and creative advertising ideas
  - Constructing shareworthy stories people will participate in
  - Designing and visualizing ad ideas for print, screen, film, and animation
- The third edition offers the following essentials and enhancements:**
- Design principles for print, screen, animation, commercials, and social films
  - Typographic basics and principles for print and screen
  - Integrating copy and image for print, screen, and motion
  - Designing integrated media campaigns: print, screen, video sharing, and social media channels
  - Approaches to type and image constructions and integration
  - Guiding principles for advertising storytelling in animation and motion
  - Design essentials for the look of a commercial or social film
  - Designing mobile first, rich and ready
  - Social media ideas by design
  - Building a brand narrative in the digital age
  - Idea generation for integrated campaigns and all media channels
  - Copywriting
  - Creating engaging work that grabs attention and resonates
  - Deconstructing model frameworks
  - Starting stories people will co-author
  - Social media participation
  - Conceiving advertising ideas that benefit people

- Imbuing advertising with social purpose and benefit
- Building brand communities and brand advocates
- Sourcing data to create useful brand apps, experiences, and platforms
- Social campaigning that maps back to the brand proposition
- Understanding that a brand is a promise
- Understanding social responsibility in practice
- Learning the skills required of a junior art director

## FEATURES

- Comprehensive examination of designing for print and screen
- Designing integrated media campaigns
- Designing with type and image
- Ten guiding principles for ad storytelling and design in animation
- Complete guide to advertising model formats
- Approaches to constructing brand narratives and constructs
- Basic guide to writing headlines and taglines
- Award-winning examples of classic and contemporary advertising across media channels
- Interviews with esteemed advertising creatives
- Case studies
- Essays
- Exercises and projects to jump-start creative thinking and work
- Supplemental instructional materials online

### Resources for Instructors

#### Online instructor materials include:

- 11-week syllabus
- 15-week syllabus
- Additional exercises and projects
- Notes on how to teach the creative side of advertising
- PowerPoints
- Grading rubric
- Website links
- Test questions for every chapter
- Sample creative brief
- Portfolio tips

## ORGANIZATION AND FIGURES

In order to create advertising, you need to understand the basics about the people you're advertising to, and the brand, organization, or cause you're advertising; the strategic underpinning of the brand, organization, or cause; how to generate ideas; and how to design for different media channels. That's a lot of content to digest in order to begin. With that in mind, I ordered this edition's content to get you concepting and designing as quickly as possible.

Ideally, it would be great if you read chapters 1 through 5 right away. It would be even better if you read chapters 1 through 7 right off.

You can read the chapters in any order that you think would best help you to understand how to generate ad ideas and design them. You'll notice some necessary repetition about brand strategy, storytelling, and design for two main reasons: each chapter is almost a stand-alone module, and some notions and principles need to be heard in more than one context.

The examples in this edition include a few classics from the 1960s, the creative revolution. But most are contemporary, chosen to be timeless. This isn't a periodical, so I chose outstanding work that would stand up to the test of a few years. I selected work from award-winning agencies, creative directors, art directors, copywriters, and advertising designers. You can visit agencies online to see new work, as well as visit the archives of the One Show, the Clio Awards, the Art Directors Club Awards, Cannes Lions, Favourite Website Awards (FWA), and other respected award archives.

There are more informational and instructional resources available to you on the John Wiley & Sons website: [www.wiley.com](http://www.wiley.com). On the *Advertising by Design*, 3rd edition, companion site you will find an advertising historical perspective, PowerPoint slides, resources, portfolio tips, a sample creative brief, and additional exercises and projects.

Generating advertising ideas that resonate with people is challenging. However, if you enjoy thinking creatively and strategically, it is a rewarding endeavor. Be patient and immerse yourself in the discipline by looking at award-winning work, visiting professional advertising organizations' archives, reading, sketching, watching good films, thinking about what people want and why they want it, and being a student of human nature, popular culture, and visual communication.

Best wishes for a rich and enjoyable career!

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