

IAS

PROFESSIONAL CERTIFICATE IN ADVERTISING BY DESIGN



ADVERTISING AND THE CONSUMER



CULTURAL ICONS



DESIRE,
IDENTITY AND
CONSUMPTION



Professional Certificate in Advertising by Design

In any complex industrial society, advertising is seen as a powerful economic force. It is, however, much more than that, for we have witnessed advertising's influence on the consumer's culture, perception, values and quality of life.

Designed to empower those involved in the creation of ads, this course focuses on getting into the mindset of consumers and understanding what makes them tick.

Advertising by Design is in effect, a process of understanding consumer behaviour and the impact that current aesthetic, philosophical, cultural, social, economic issues have on branding and advertising projects. Candidates of this course will benefit from a deeper understanding of the advertising culture, and

through analysis of local and international advertising, be able to support their concepts, ideas and presentations through psychographic evidence and research, rather than on the basis of art or intuition.

This 13 week course also gives an insight into brand communication, the creation of a cohesive brand and the designing of corporate identity.

Time : 7pm – 10pm

IAS Student Membership - S\$50.00

IAS Members: S\$1200.00

Non-IAS Members: S\$1500.00

GST not applicable.

Mode of payment : All major credit cards and cheques only - no NETS/cash payment.

Topics include:

- Advertising and the Consumer
- Ad Culture
- Semiotics
- Desire, Identity and Consumption
- Consumer Behaviour
- East meets West
- Cool Kids
- Analysis of Branding, its provenance and components of brand communication
- The Traditions of brands and what makes a successful brand
- Creating a cohesive brand
- Corporate Identity Design
- Casestudies: Absolut Vodka, Apple iPod vs Zen, Tiger Beer and Mambo

To find out more, please call 6220 8382 or fax your enquiries to 6220 7187.

Alternatively you can e-mail us at iasedu@ias.org.sg or adexedu@ias.org.sg. Do visit our website at www.ias.org.sg



PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.

Diploma Courses conducted by IAS

- **Diploma in Marketing Communications**
- **Diploma in Creative Communications**
- **Professional Diploma in Advertising & Design**

Professional Certificate Courses conducted by IAS

- **IAS Portfolio School**
- **IAS Brand Management School**
- **IAS Media Planning School**
- **IAS/4As Account Planning School**
- **IAS Copywriting School**
- **IAS Corporate Communications School**
- **IAS Video/Graphics Production School**
- **IAS Advertising by Design**
- **Professional Certificate in Advertising & Promotional Design**

Awards

- Diploma in Marketing Communications - Institute of Advertising, Singapore
- Diploma in Creative Communications - Institute of Advertising, Singapore
- Diploma in Marketing Communications - International Advertising Association, New York
- Professional Certificate - Institute of Advertising, Singapore
- Professional Diploma in Advertising & Design - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd
- Professional Certificate - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd

Participants from the following organisations have attended the IAS Courses listed at left

Asatsu-DK S'pore Pte Ltd
AXN Asia
Batey / Redcell
Caltex International
Clear Channel Singapore
Coda Advertising Pte Ltd, Malaysia
CreAds Advertising Pte Ltd
Dentsu Asia Pte Ltd
Draftworldwide Pte Ltd
International Herald Tribune
Kraftig Pte Ltd
M&C Saatchi Singapore
North Star Design & Communications Pte Ltd
Siemens Pte Ltd
Sime Darby Edible Products Ltd
Spring Singapore
Starcom Media Worldwide
Temasek Polytechnic
The Asahi Shimbun
10AM Communications