

Print Advertising for a Print market

A fully online public course

When global giants Coca Cola first entered the Chinese market, its people interpreted the English name with a strange Chinese meaning which was 'bite the wax tadpole'. Not surprisingly, Coca Cola began as a poor selling product in the new market. Today, its interpretation has been amended to 'happiness in the mouth' thus receiving far greater commercial success.

This fully online course considers such issues when looking at cross-cultural representation and perception in graphic advertising design. It invites you to analyse some interesting advertising design case studies, with emphasis on print media advertising from magazine ads to billboard posters. Nowadays, with many companies trying to sell their goods in the global market, there is a claim that the developed world has evolved into a global monoculture. Nevertheless, designers and entrepreneurs still need to be aware of cultural nuances.

This online course offers you an opportunity to explore global advertising's graphic design strategies through a series of structured themes. The course will help your understanding through activities that require individual reflection, discussion and project-based collaborative interaction.



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For further information, please visit <http://www.cofa.unsw.edu.au/online/enrich/>