



23.02.2024

Department of Journalism and Mass Communication

Report

Group Discussion on Creative Ideas for Print Media Advertisements

Session -2023-24

Activity Name : Group Discussion on Creative ideas for print media advertisements
Subject : Basics of Advertising (202)

Faculty in Charge: Mr. Deepak Prasad, Assistant Professor BA (J&MC), TIAS

Participants : Students of 4th SEM Morning B (2nd year)

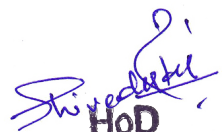
Objectives:

1. To encourage participants to work together to generate a diverse range of creative ideas.
2. To help students understand the print media ads that effectively communicate the brand message and increase brand recognition.
3. To help students understand and consider practical constraints and take into account factors such as budget, timeline, and technical limitations when brainstorming ideas.

Execution of the activity:

The Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies conducted a participatory learning session titled Group Discussion On Creative Ideas for Print Media Ads, such as Magazine Spreads and Newspaper Ads. The session aimed to foster creativity, critical thinking, and active participation among the students while generating innovative ideas for print media advertisements.

The participatory learning session took place on 23rd February 2024. The session was held in a well-equipped classroom located in the UG building of Tecnia Institute


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of Advanced Studies. The beneficiaries of the session were students from the 4th semester, belonging to the morning Shift, Division B.


The primary objective of the group discussion was to encourage students to collaboratively generate creative ideas for print media advertisements, focusing on magazine spreads and newspaper ads. The session aimed to provide students with practical exposure to the advertising industry's creative process and enhance their ability to develop engaging and impactful ad concepts.

Learning Outcomes:

The execution of the presentation on Creative ideas for print media ads, such as magazine spreads and newspaper ads The Group discussion session stimulated creativity among the students, enabling them to develop imaginative and attention-grabbing ad concepts The session provided practical exposure to the advertising industry's creative process, giving students insights into how ideas are developed and refined in real-world advertising scenarios. Through active participation and group discussions, students honed their collaborative skills, learning to build upon each other's ideas and work effectively as a team.

The following are the outcomes that the students would attain.

1. The group discussion stimulated creativity among the students, enabling them to develop imaginative and attention-grabbing ad concepts.
2. Through active participation and group discussions, students honed their collaborative skills, learning to build upon each other's ideas and work effectively as a team.
3. The session provided practical exposure to the advertising industry's creative process, giving students insights into how ideas are developed and refined in real-world advertising scenarios.
4. The session Increased understanding of the elements of effective print media advertising, including visual design, copywriting, and layout.


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Photographs



Shiv Prakash
HOD
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List of Beneficiaries:

Serial No.	Enrollment No.	Name of the student
1	00517002422	Aryan Kumar
2	00617002422	Aashka Jain
3	00817002422	Bushra
4	01017002422	Devansh Munjal
5	01217002422	Krish Gupta
6	01317002422	Harshita Jain
7	01417002422	Lavanya Agarwal
8	02017002422	Bhumi Vashisht
9	02117002422	Sanya Chadha
10	02217002422	Meghna Thakur
11	02417002422	Rachit Aggarwal
12	02517002422	Amogh Sharma
13	02917002422	Gungun
14	03017002422	Tanishka
15	03117002422	Gaurav Prashar
16	03217002422	Jaya Jain
17	03317002422	Arsheya Vohra


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18	03417002422	Tarushi Jain
19	03617002422	Mania Nagpal
20	03717002422	Kashish Chaurasia
21	03817002422	Aaisha
22	04017002422	Prachi Singh
23	04117002422	Shivani Jha
24	04217002422	Amanpreet Kaur
25	04617002422	Arya Patel
26	04717002422	Gurjot Singh
27	04817002422	Niharika Kakkar

Faculty in Charge

Mr. Deepak Prasad,

Assistant Professor

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