

## ADVERTIZING

Доп. – Хабовська Є.О., МК-41

1. Advertising is any paid form of nonpersonal presentation and promotion of products, services, or ideas by an identifiable individual or organization.

2. Advertising cannot turn a poor product or service into a good one. But what it can do – and does – is to create an awareness about both old and new products and services.

3. Most people do not understand the difference among promotional tool such as advertising, personal selling, publicity, and word-of-mouth.

4. People have the false impression that advertising is not very informative. But the number one medium, newspapers, is full of information about products, prices, features, etc.

5. There are such types of advertising: TV, magazines, press, radio, cinema, posters, direct mail, exhibitions.

6. Different kinds of advertising are used by various organizations to reach different “publics”.

7. Retail advertising – advertising to consumers by various retail stores such as supermarkets and shoe stores.

8. Trade advertising – advertising to wholesalers and retailers by manufactures to encourage them to carry their products.

9. Industrial advertising – advertising from manufactures to other manufactures. A firm selling motors to automobile companies would use industrial advertising.

10. Institutional advertising – designed to create an attractive image for an organization. “We Are Care About You” at Giant Food is an example.

11. The design in advertising either supports the text or carries out marketing problems itself. The design can inform about the features of the goods and make packing remembered and popular. It also can make the company differ from the competitors.

12. Design and creativity are two inseparable satellites which create the difference of the company from its competitors by giving it

a unique and remembered image. The creativity gives an idea; the design makes a stylish embodiment of it.

13. The creative approach in advertising is not free fantasy, but calculation and common sense. For this reason the creativity in advertising is not a fashion but a necessity. You need choose between creative approach and grey similarity to competitors. And you need to decide whether to become a leader or to remain pursuing.

## **ITP**

Доп. – Старжинський А.В.

ITP - the Interactive Telecommunications Program. Founded in 1979 as the first graduate education program in alternative media

ITP has grown into a living community of technologists, theorists, engineers, designers, and artists

ITP is internationally recognized as a unique and vital contributor of new ideas and talented individuals to the professional world of multimedia and interactivity

The department challenges students to apply their creativity and imagination to the latest digital tools and techniques

ITP and AMC have developed an international reputation for pioneering work in demonstration and research in the field of interactive media

Admission is open to students from diverse academic and professional backgrounds. Acceptance into the program is competitive; enrollment is limited to full-time applicants who show exceptional promise and are interested in collaboration and experimentation

The students who attend ITP are those who want more than just a skill. They are excited by the possibilities that emerging interactive technologies offer and want to work at the frontier of a rapidly expanding field.

ITP students represent many different countries forming a vast and vibrant community of people sharing diverse cultures, customs, and approaches to interactive technology. Past students have included