

1	<b>ADVERTISING</b>
2	COMPULSORY
3	LIVELLO EQF 6
4	3
5	6
6	7
7	REANTO SARLI
8	-
9	FACE TO FACE
10	-
11	<p>From the insight to the creative idea, the key concept Exercises for the development of a communication strategy Thinking, writing, correct.ing Writing, or drawing ideas</p> <p>Pre-writing and clustering</p> <p>Creative exercises</p> <p>Re-writing</p> <p>The structure of the message and the expository writing Removing distances</p> <p>Creative exercises</p> <p>Never fall in love with yourself (rewriting, rethinking)</p> <p>The order of the arguments</p> <p>Creative exercises</p> <p>From the key concept to the structure of the message</p> <p>From the structure of the message to the structure of the visual communication</p> <p>video format</p> <p>To build a spot</p> <p>To build a radio commercial</p> <p>Developping a crossmedia campaign</p> <p>The call to action</p> <p>Communicating with the web</p> <p>Debating the brief</p> <p>Creative exercises</p>
12	-
13	-
14	-
15	ITALIAN