

2026

**Orientation
Week**

OVERVIEW (CREATIVE)

aaa
school of
advertising

Curriculum Overview (Creative)

- Briefing Sessions
- Reviews
- Assessment Rubric
- Attendance Requirements
- Submissions and Deadlines
- Credit Structure
- Assessment Rules
- Marketing Modules

Briefing Sessions

Review Sessions

Assessment Rubric

Assessment Rubric Analysis

- Read the assessment brief multiple times, highlighting key requirements
- Break down the brief into specific deliverables and marking criteria
- Identify action words (analyse, evaluate, discuss) that indicate required depth of response
- Note word counts and formatting requirements

Assessment Rubric Analysis

- Review each criterion's weighting and importance
- Understand the relationship between criteria
- Map out how each section contributes to the overall assessment
- Consider both technical and presentation requirements

Assessment Rubric

PROCESS: 20%

- Process shows evidence of thumbnails, scamps and technical draft.
- Typed up Rationale explaining each executed concept.
- Sufficient research was conducted as per the brief

CONCEPT: 30%

- An overall theme or concept is clearly evident.
- The work shows the ability to visualise the big idea, expressing interest to the target audience.
- A single-minded, clear and memorable message is evident.
- The concept is relevant to the context of the brief
- Has the idea been fully realised? (is informed by/ or is in concert with the strategy statement, and the SMP is evident.)
- The work addresses the brand and/or product benefit.

Assessment Rubric

EXECUTION: 50%

- The visual composition and layout of elements should form a cohesive and arresting whole.
- A stylistic and tonal cohesion throughout the piece is maintained.
- Effective use of format and rendering mediums.
- Work has been mocked up/presented in a professional manner.
- Professionally presented with copy proofing, correct file formats and technical revisions

Attendance Requirements

Attendance Requirements

- Students are expected to maintain a minimum attendance rate of 80% for all scheduled lectures
- Attendance is recorded through digital sign-in at the beginning of each session
- Students arriving more than 15 minutes late may be marked as absent

Importance of Attendance

- Critical for understanding course material and progression
- Provides opportunities for interactive learning and peer discussions
- Enables real-time clarification of complex concepts
- Contributes to building professional discipline and time management skills

Special Circumstances

- Medical absences require appropriate documentation
- Religious observances should be communicated in advance

Submission and Deadlines

Submissions and Deadlines

- Assessment release dates and final submission deadlines
- Milestone submissions where applicable
- Peer review periods if required
- Feedback and marks release timeline

Submission Requirements

- File formats and naming conventions
- Required documentation and supporting materials
- Multiple submission components and their individual deadlines
- Declaration of originality requirements

Submission Requirements

- Breaking down tasks into manageable chunks
- Setting personal deadlines ahead of final submission date
- Building in buffer time for unexpected issues
- Scheduling regular progress reviews

Moodle Submission Process

- Verify all files meet format requirements
- Check file sizes against system limitations
- Ensure all components are clearly labeled
- Complete any required declaration forms

Credit Structure

Curriculum Overview (Creative)

Formative Structure

- Formative/ Brief 1 - 10%
 - Formative/ Brief 2 - 10%
 - Formative/ Brief 3 - 10%
 - Formative/ Brief 4 - 10%
 - Summative/Brief - 60%
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FINAL MARKS (100%) ARE MADE UP OF:

40% Formatives

60% Examination

Prerequisite

- If a prerequisite module/s were failed, the student is not allowed to continue with the follow-up module for that particular module.
- For example, if Graphic Design 511 was failed, the student may not continue with Graphic Design 512.
- Students may successfully progress to the next year of study if they pass 50% of all their modules for the year.

Assessment Rules

Assessment Rules

- If you miss a briefing or theory lecture without a valid medical certificate, a 15% penalty for the assessment in question is immediately incurred.
- A valid medical certificate must be emailed to the Registrar as soon as possible in order to revoke the 15% penalty. Medical certificates will be checked for validity.
- If you are late to hand-in work your physically and/or on Moodle, there is an immediate 5% deduction from your total mark, and this penalty applies for the next 24 hours.
- Thereafter, a further 5% penalty applies to every 24hour period, for a further three (3) days.
- After three (3) days of non-submission, the work will not be marked and will receive 0%.
- Moodle submission date-and-time stamps are used to determine any penalties that should apply to late submissions.

- Unless stating otherwise in the Brief document, a “complete hand-in” consists of your physical work as well as an exact digital copy in PDF format, which should be uploaded to Moodle. Ensure you have enough time to upload the digital PDF’s before the Moodle cut-off time to ensure no penalties are incurred.
- If you think you’ll miss a deadline for any reason, and you are requesting an extension for a brief, you must note this in writing via email and address it to your Registrar.
- A suitable hand-in date will be agreed upon with the Lecturer in question, and a date and time will be chosen that ideally is staggered around other Modules’ deadlines.
- Extensions will not be granted lightly and must accompany a written motivation or legitimate medical certificate in order to qualify.
- After a new date and time has been sent to you via email by the Registrar, it is your responsibility to adhere to the proposed timing and brief deliverables.

Marketing Modules

Assessment Breakdown

ASSESSMENTS	WEIGHTING
Formative: Assignment 1	20%
Formative: Semester Test (or Sick test)	20%
Summative: Examination (Supplementary)	60%
MODULE TOTAL	100%

Assignment Requirements

- The Moodle platform will provide all the necessary assignment requirements.
- Assignment results will be available to students via Moodle.
- Late Assignment Upload Penalties:
 - Instant 5% deduction from the total mark for 24 hours.
 - Further 5% penalty for every 24 hours for three days.
 - A valid medical certificate is required to revoke a 15% penalty.
 - Medical certificates checked for validity.
- Upload the digital PDFs before the Moodle cut-off time to ensure no penalties are incurred.
- Use the correct cover page provided by the institution.

MODULE NAME

Name and Surname: _____

Student ITS No: _____

Qualification: _____ Year of Study: _____ Semester: _____

Assignment due date: _____ Date submitted: _____

QUESTION	EXAMINER MARKS	MODERATOR MARKS	REMARKS

ASSIGNMENT INSTRUCTIONS

Please tick each box to confirm completion.

- Use Times New Roman font, size 12, with 1.5 line spacing throughout the document.
- Apply Harvard Referencing Style for all citations and references.

For essay-style assignments, please include the following sections:

- Table of Contents
- Introduction
- Main Body (with relevant subheadings)
- Conclusion
- References
- Submit the assignment in PDF format on Moodle.
- Use the specified cover page provided.
- Include a signed declaration of originality.

DECLARATION OF ORIGINALITY:

I hereby declare that this assignment is my own work and has not been copied from any other source except where due acknowledgment is made. I affirm that all sources used have been properly cited and that this submission complies with the institution's policies on academic integrity and plagiarism.

Student Signature: _____

Date: _____

Assignment Cover Page

Semester Examination and Test

- The scope of each assessment (Exam and Test) is based on the content covered from the start of lectures to the assessment date.
- Examination is Three hours
- Test is Two Hours
- The AAA School of Advertising policies, procedures, and assessment rules apply.
- Please read the instructions for each question carefully before attempting to answer.

Supplementary Exams

- The supplementary examination is offered to students who:
 - Obtain a final mark of 40-47%.
 - Students who miss exams due to illness, family bereavement, accident, or other acceptable reasons must provide supporting documentation for verification by Faculty Heads.
- If a student participated in the final examination and scored less than 40% in the final mark, then that student will not be eligible to participate in the supplementary examination and will have to re-register for the module.

Thank you.

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