

Thinking about the Combination of College Professional Courses and Graphic Design: A Case Study of Film and Television Advertising Courses

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Abstract

The purpose of this study is to determine the role of combining competition in film and television advertising. This paper studies the combination of specialized college courses and design competitions. In this paper, the fourth-grade students of the Department of Visual Communication Design of the Academy of Fine Arts take the course of film and television advertising as an example to study and analyze. Through literature research, case analysis, and in-depth interview, a feasibility analysis is carried out to provide the basis for curriculum reform in the future. It is proposed to organize students' work to participate in the design competition in the classroom instead of traditional homework. Improving students' learning interests and learning state has become an essential reference in the teaching reform. Therefore, it has important practical significance in improving the teaching effect.

Keywords— Specialized College Courses, Design Competition, Film and Television Advertising

Introduction

This study deals with a process of thinking about the "combination of college professional courses and design competition" – by taking film and television advertising courses as an example. In this modern developing world, "graphic designs and advertising styles" are identified as a vital essential tool to attract many consumers in several real-life applications. Due to highlighting the improvement of essential skills such as problem-solving, creative thinking, presentation skill, and teamwork are the valuable elements to support the film and television advertising course. The demand for film and television advertising has been enhanced with the population of advanced Journalism diplomas. The study below will lead the readers to justify the benefits of taking film and television advertising courses in college professional courses and design competitions.

Rationale

"*Graphic designs and advertising styles*" are vital in participating in college professional courses and design competitions. It has been identified as helpful in film and television advertising courses. Based on the record of Chinese Film and television advertising courses, it can be stated that compared to the previous years, in the fiscal year 2019/2020, the level of taking participants in film and television advertising courses had reached **30%** in the country (Statista.com, 2021). Stankovic *al.* (2019) observed that the average ad spending per TV Viewer in the Traditional TV Advertising segment is projected to amount to **\$3.37** in 2022 (Statista.com, 2022). In this regard, to save the economy of China, the colleges have focused on the courses to produce innovative graphic designs and advertising styles to draw the attention of the viewers. Especially in urban areas where advertising is most necessary, understanding the students' effect can also join in these courses.

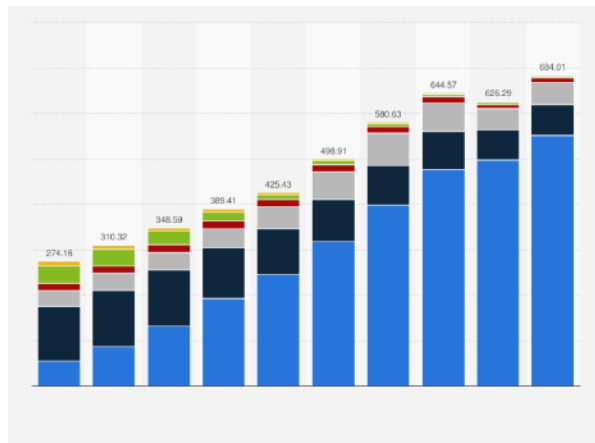


Figure 1: Share of television advertisement volume across China by channel genre
(Source: Statista.com, 2021)

Aim and objectives

This study aims to assess the effect of television advertising with a combination of college professional courses and design competition associated with a set future career. The research objectives are as follows:

- To evaluate the importance of participating in film and television advertising courses.
- To understand the importance of using modern graphic designs and advertising styles in film and television courses.
- To discuss how participating in the design film and television advertising course is better than traditional homework.

Literature review

Role of graphic designs and advertising styles

In the current society, “*graphic designs and advertising styles*” has different usage. However, in this technological world, the advertising sector has gotten advantageous in using graphic designs in a wide range of applications. The activity of participating in the design competition becomes easy within this procedure. Especially in urban areas where graphics knowledge remains in shortage, providing proper acknowledgment elements supports students in creating interest in film and advertisement courses. Modern graphics designs allow college students to reach areas

that other modes of advertisements cannot obtain. As proposed by Kuzma *et al.* (2017), the utilization of graphics designs in the design competition is equal to good time and cost and helpful in a faster improvement process. Especially in “rapid development of film and television advertisement process” in leading competition has been possible within graphics designs. The graphics design has high benefits to stimulating innovations.

The “*graphic designs and advertising styles*” aim to “bring marketers and agencies together with advanced students from virtually any Humber program to produce strategic creative content and technology solution.” Ferrell (2020) argued that combining knowledge of the film and television industry with the principles and practices of accounting and business is valuable to support the current courses to gain a perfect advantage in the business market. Thus, adopting technological inventions has become a common factor, and among them, graphics designs are identified as the most effective techniques that can payload maximum innovation to serve the customers.

Importance of Advertising and Marketing Communication in the Film Industry

Due to experiencing across a range of service providers, having knowledge regarding advertising and marketing communication has become one of the best options to lead a film industry. As per Chen *et al.* (2017), existing relationships with journalists, consultants, and associations that service the film industry can also be proved helpful within the knowledge and skill. Advertising is identified as a critical tool that can support any business's knowledge by a wide range of people. It has different characteristics paid for demonstration by an identified sponsor through “mass channels.” Creating different products and services can be possible within this approach.

In addition, building communication between the company and the people can maintain brand equity. Following the right track in creating advertisements can attract consumers. As argued by Shaheen and Cohen (2020), various elements influence the factor of sales, and

among all, an advertisement is a helpful tool. Thus, making a film and advertisement is costly, but it can maintain positive communication among the customers within the brand. Especially in the urban areas building communication is highly important as they cannot know the advertising. In this regard, advertisements need to be banners, images, and posters that can be visible to the urban people. Utilizing graphics designs is identified as one of the beneficial elements that can support the entire design competition and draw the students' attention.

Participating in the design competition

Making the activities dealing with several parts of marketing can help understand the categories of a design competition. In order to learn about film and advertising communication participating in a competition can be proved as a most effective essential tool. As supposed by Kramaret *al.* (2022), the observation of the activities used by oppositions can be possible by participating in a design competition. Describing standard marketing communication methods, including their advantages and disadvantages, also can be possible within this approach. In the advertisement, graphic design is an effective strategy that can support the profits, and because of this, there is massive competition in the business market. Participating in a design competition refers to a business strategy that supports gaining knowledge and skills to improve student's learning interests and learning state.

Apart from this, the establishment of public relations is also another vital area in leading the business affairs in an urban area. As the urban area is a less developed place, understanding the importance of graphic design has become a complex matter. In this context, using proper advertisement to supply the knowledge and services can maintain the proper flexible business process. As argued by Holubčíket *al.* (2019), design competitions can influence by promoting innovation, excellence, and thorough possibility. Competition has always had a positive impact on business, and following a

practical design can make a competitive threat to the existing competitors.

Methodology

The research methodology is a vital zone in any research process as this part has associated with justification to select any particular method related to the research topic. In order to conduct this research methodology, the researcher has selected the primary methods to assemble the numerical data and relevant resources related to the research topic. Mugalaet *al.* (2020) stated that the research had made a survey questionnaire based on the research topic. In addition, the questions were asked to the selected people who agreed to participate in the survey process.

The researcher has utilized a "positivism research philosophy" for this topic. "Research philosophy" assists in assembling generalizable, reliable, and objective information and data through the help of the proper methods of data collecting. Although philosophies have many obstacles, they cannot collect all objective data types. As opined by Klumpp (2018), the "positivism research philosophy" claims that the social world can be understood objectively, which dissociates the researcher from works and personal values independently. It adheres to the visibility of the factual knowledge gained through observing marketing's impact. The researcher has not chosen "interpretivism philosophy" because it is bound to social perspectives and theories which denote a view of reality as made meaningful or socially constructed by the researcher's understanding.

The researcher organized a survey and collected some numerical data through quantitative analysis. The thematic analysis identifies themes and patterns within a dataset and journal articles as per the secondary research method Sánchez-Corcuaet *al.* (2019). Many beneficial sites use primary quantitative techniques, which are the main reason for using this data analysis technique. The researcher has conducted quantitative analysis through SPSS software.

The data analysis through SPSS has helped the researcher interpret and analyze data accurately.

The researcher has derived the entire data and helps understand the theoretical interpretation. For simple elaboration, SPSS analysis has helped identify the dependent and independent variables (Frankeliuset *al.* 2019). Before applying the analysis methods to numerical data, the researcher needs a few pre-processing steps. The researcher has effectively conducted an SPSS analysis on ten close-ended questions. By using descriptive statistics, the researcher can draw the research study's conclusion. The researcher also has used inferential analysis techniques, which are used to predict data's future occurrences, and it also can help in building relationships between the data and future data predictors.

Many sampling techniques are used in this research study, and the researcher has used the purposive sampling technique on a sample size of 51. The non-probability sampling contains purposive sampling, which indicates that the researcher has been allowed to choose variables for a specific sample population (Yigitcanlar and Cugurullo, 2020). The researcher has collected data from the the fourth-grade students of the Department of Visual Communication Design of the Academy of Fine Arts. The sample size is 51 on ten close-ended survey questionnaires. The population size does not affect the accuracy of the random sample while the population is so large.

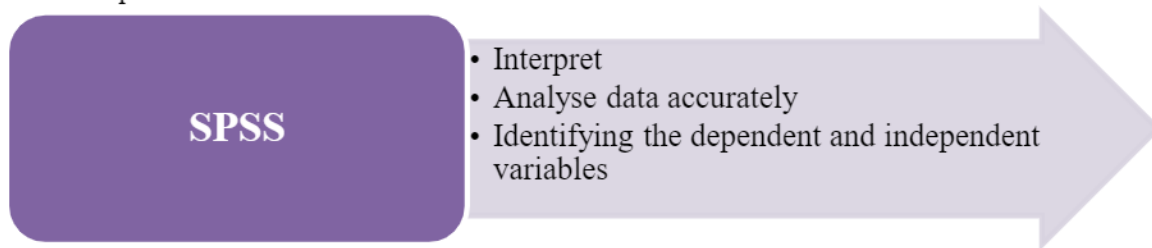


Figure 2: Justification for choosing SPSS for methodology (Source: Self-developed)

Result and Discussion

This section of this study has engaged in the process of data analysis, and this happened dependent on collected data and information. The researcher has adopted SPSS software to make a practical statistical analysis.

Dataset description

"Dataset description" helps express the values of individual variables that have been achieved through SPSS software, and frequency table, descriptive statistics, bar charts, correlation, regression, and reliability are discussed below in this chapter.

Bivariate Analysis

Frequency table

		Statistics									
		Age	Gender	Highlighting the improvement of important skills taking film and television advertising course is useful	Film and television advertising course is helpful in combination of college professional courses and design competition	Film and television advertising course is secure and accessible for the quick development among college professionals	The performance of the graphic designs and advertising styles is reliable for supporting college professional courses	The experience of using graphic designs and different advertising styles is good	The accessibility of the graphic designs and advertising styles is manageable for college professional courses	Students can read the college professional courses by the graphic designs and different advertising styles	Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition
N	Valid	51	51	51	51	51	51	51	51	51	51
	Missing	0	0	0	0	0	0	0	0	0	0
	Mean	1.20	.45	3.25	3.39	2.67	2.14	3.41	2.57	3.49	3.02
	Median	1.00	.00	4.00	4.00	3.00	2.00	4.00	3.00	4.00	4.00
	Mode	1	0	4	4	4	1	4	3	4	4
	Std. Deviation	1.059	.503	1.055	.918	1.395	1.327	.983	1.237	.925	1.288
	Minimum	0	0	0	0	0	0	0	0	0	0
	Maximum	3	1	4	4	4	4	4	4	4	4
	Sum	61	23	166	173	136	109	174	131	178	154

Figure 3: Frequency table (Source: SPSS)

“Frequency table” is a most remarkable element in the SPSS analysis process as it can provide the values of different variables that are related to the research topic. The mean values of the

variables are *1.20, 0.45, 0.63, 3.25, 3.39, 2.67, 2.14, 3.41, 2.57, and 3.49*. On the contrary, the median values of the variables are *1, 0, 0, 4, 4, 3, 2, 4, 3, and 4*.

Descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Age	51	0	3	1.20	1.059
Gender	51	0	1	.45	.503
Highlighting the improvement of important skills taking film and television advertising course is useful	51	0	4	3.25	1.055
Film and television advertising course is helpful in combination of college professional courses and design competition	51	0	4	3.39	.918
Film and television advertising course is secure and accessible for the quick development among college professionals	51	0	4	2.67	1.395
The performance of the graphic designs and advertising styles is reliable for supporting college professional courses	51	0	4	2.14	1.327
The experience of using graphic designs and different advertising styles is good	51	0	4	3.41	.983
The accessibility of the graphic designs and advertising styles is manageable for college professional courses	51	0	4	2.57	1.237
Students can read the college professional courses by the graphic designs and different advertising styles	51	0	4	3.49	.925
Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition	51	0	4	3.02	1.288
Valid N (listwise)	51				

Figure 4: Descriptive statistics
(Source: SPSS)

"Descriptive statistics" has identified another vital element in the SPSS analysis method that helps summarize features. Based on the above table, the standard deviation values of entire

dependent and independent variables are *0.848, 1.055, 0.918, 1.395, 1.327, 0.983, 1.237, and 0.925*.

Bar chart analysis

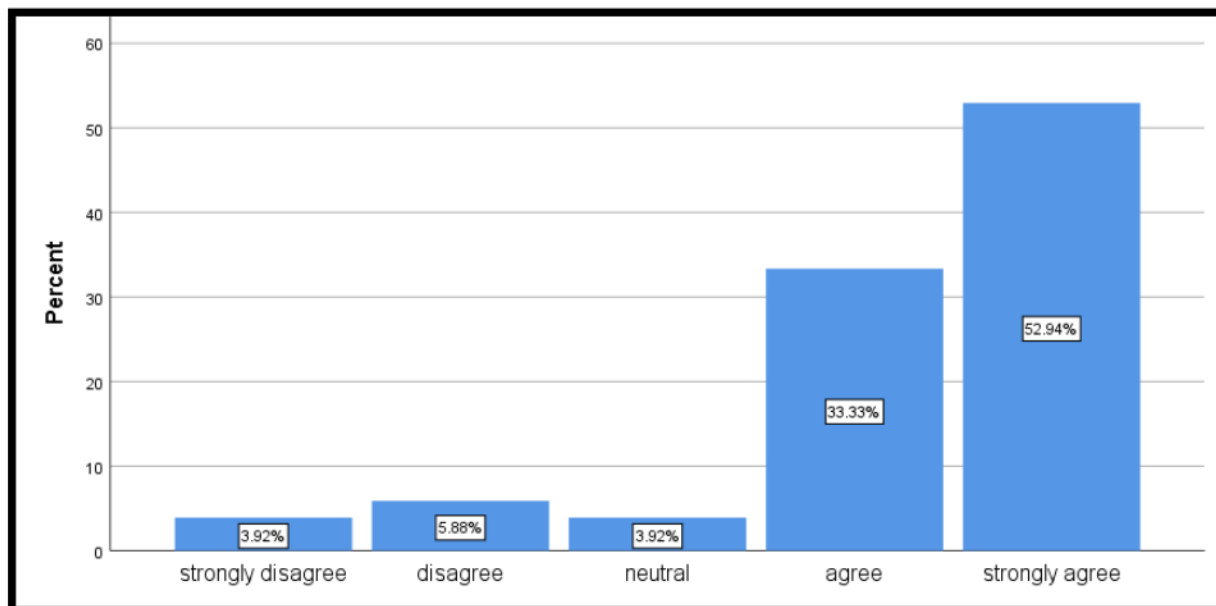


Figure 5: Highlighting the improvement of essential skills taking a Film and television advertising course is useful

(Source: SPSS)

Based on the above bar chart it can be stated that 3.92% of participants strongly disagreed that improvement of essential skills by taking Film and television advertising course is helpful. On the opposite side, 52.94% of

participants strongly agreed with this factor. Thus, there are only 3.92% of participants remained neutral about it.

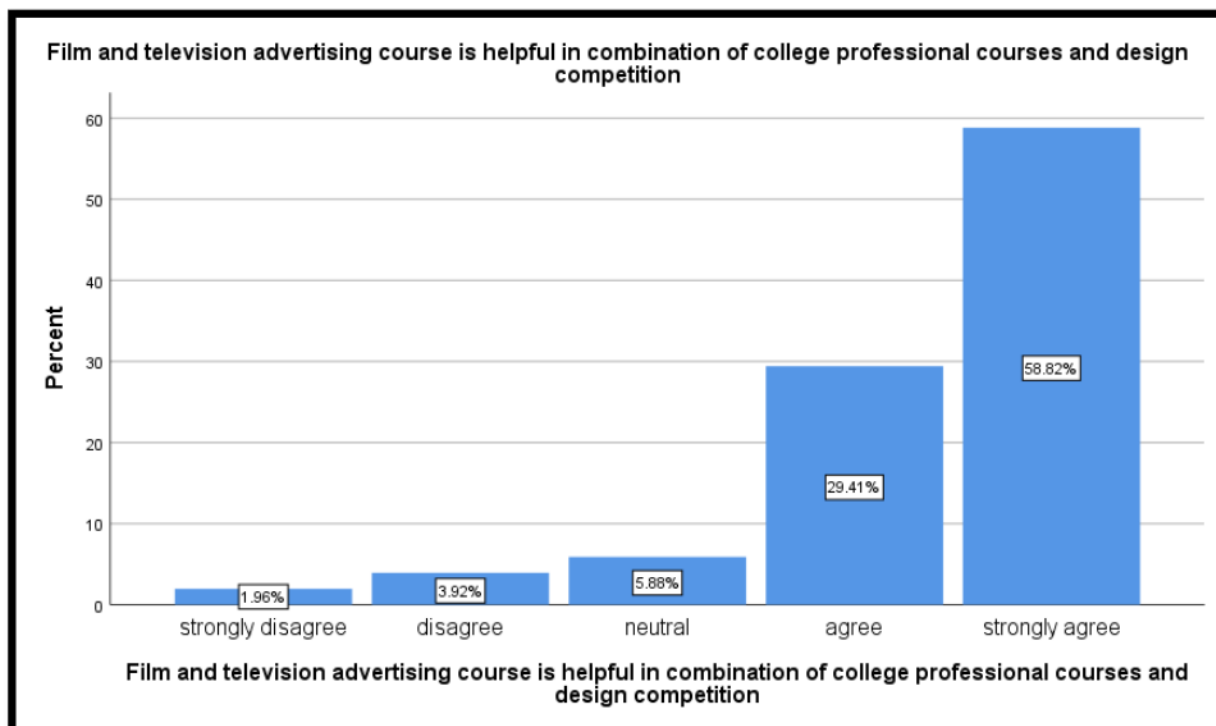


Figure 6: Film and television advertising course is helpful in combination with college professional courses and design competition

(Source: SPSS)

According to the mentioned graph, it can be identified that 58.82% of participants strongly agreed that **Film and television advertising course is helpful in a combination of college**

professional courses and design competition. On the other hand, 1.96% of participants strongly disagreed with this factor.

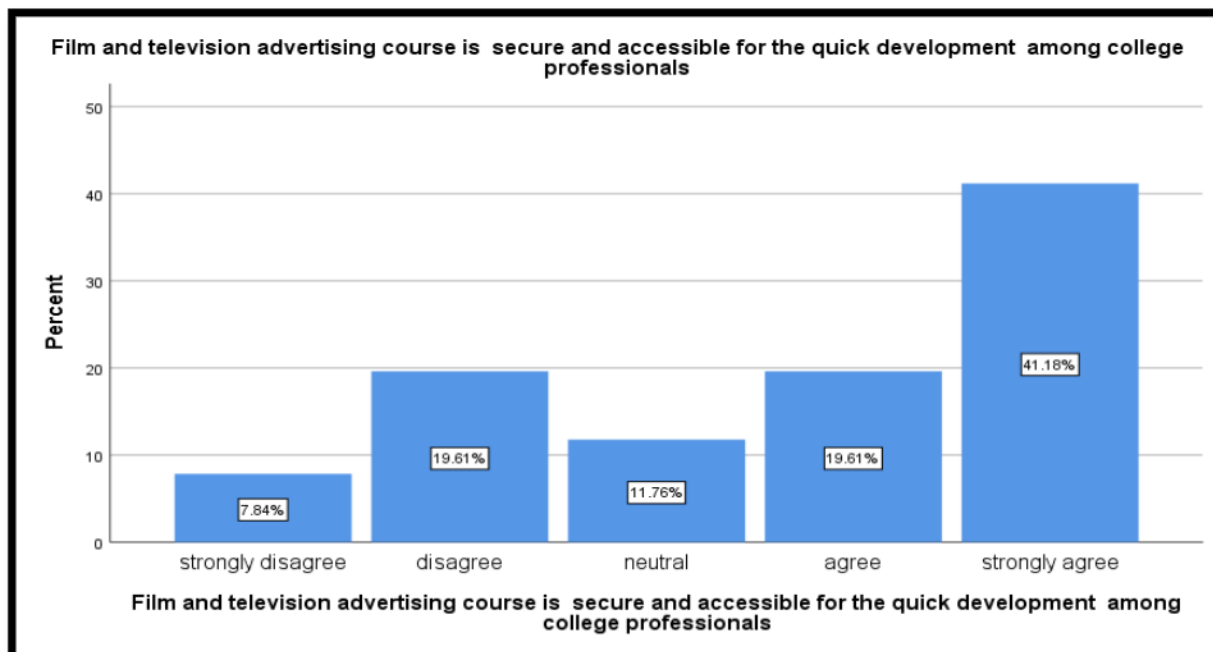


Figure 7: Film and television advertising course is secure and accessible for the quick development among college professionals
(Source: SPSS)

Following the above analysis, 41.18% of the entire participants strongly believe **Film and television advertising course is secure and accessible for the quick development among**

college professionals. Thus 1.96% of participants did not support this matter. In addition, 7.84% remained neutral as they had no idea about it.

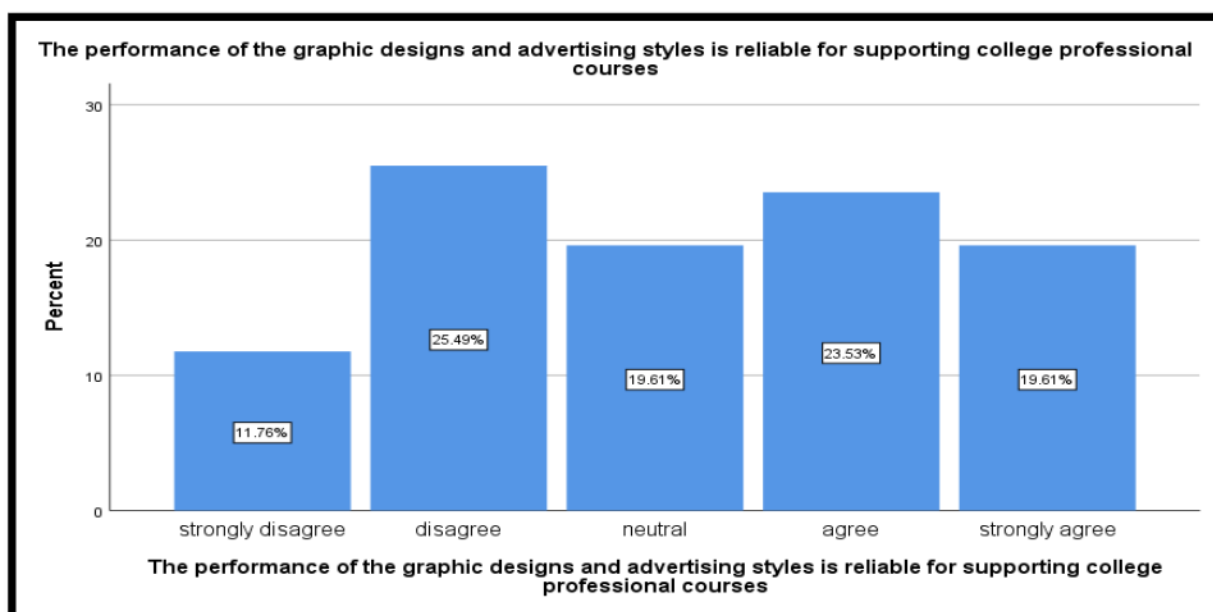


Figure 8: The performance of the graphic designs and advertising styles is reliable for supporting college professional courses
(Source: SPSS)

Depending on the graph, 19.61% of participants answered in support of the performance of the graphic designs and advertising styles is reliable for supporting college professional courses. In

contrast, 7.48% strongly disagreed with it as they did not support it. 11.76% of participants felt it suitable to remain neutral in this area.

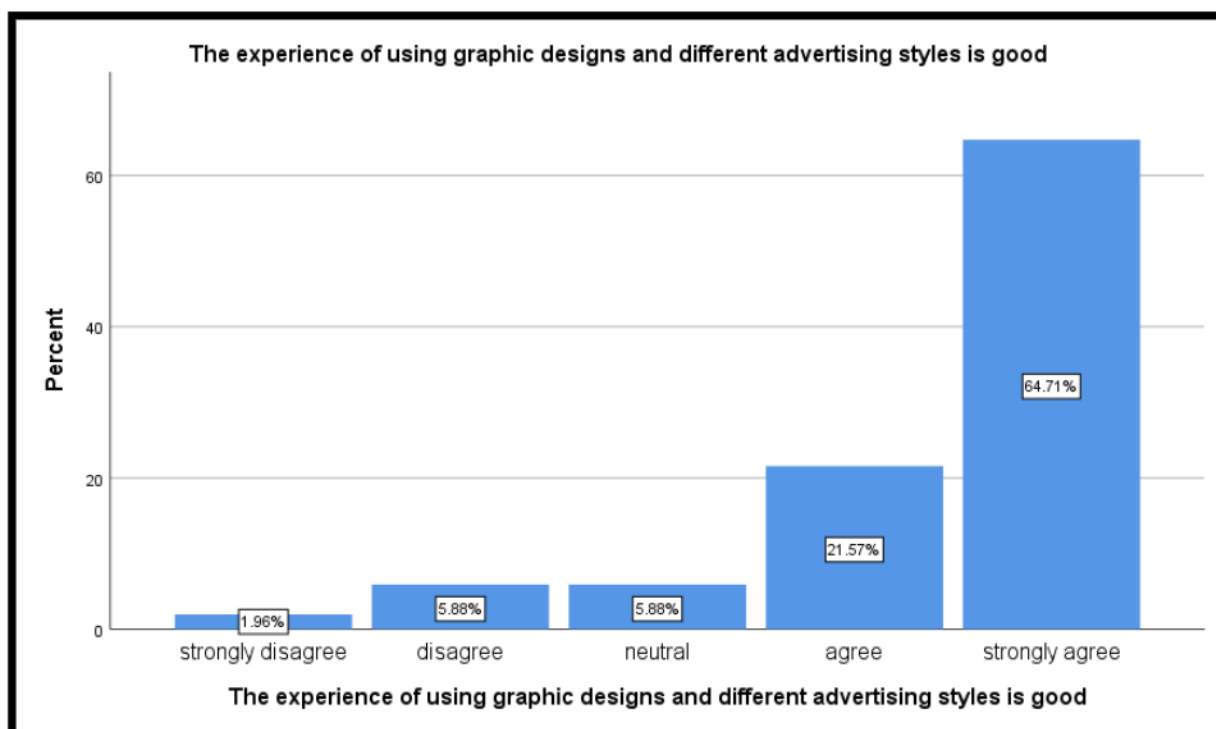


Figure 9: The experience of using graphic designs and different advertising styles
(Source: SPSS)

Following the above analysis, 64.71% of the entire participants strongly believe that the experience of using graphic designs and different advertising styles is good

. Thus 21.57% of participants agreed, and 5.88% did not support this. In addition, 1.96% remained neutral as they had no idea about it.

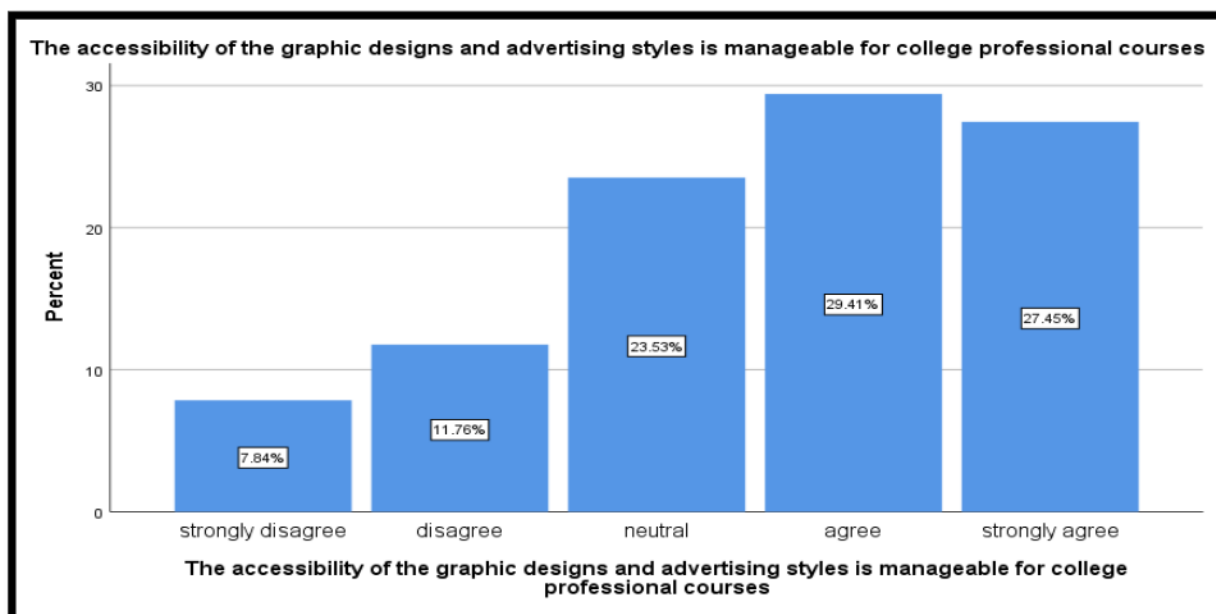


Figure 10: The accessibility of the graphic designs and advertising styles for college professional courses
(Source: SPSS)

Based on the above bar chart, it can be stated that there are 7.84% of participants strongly disagreed that the accessibility of the graphic designs and advertising styles is manageable for college professional courses. On the opposite

side, 27.45% of participants strongly agreed with this factor. Thus there are only 23.53% of participants remained neutral about it.

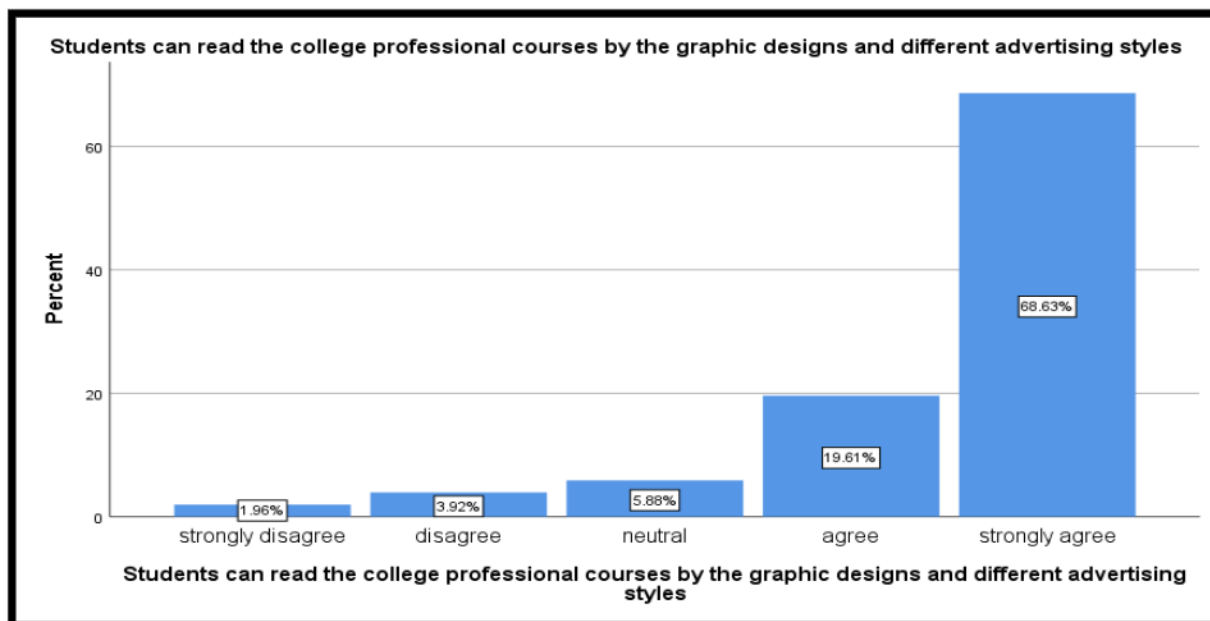


Figure 11: Students can read the college professional courses by the graphic designs and different advertising styles

(Source: SPSS)

The statement “Students can read the college professional courses by the graphic designs and different advertising styles” is strongly

acceptable by 68.63% of participants, and 1.96% of participants did not support this statement.

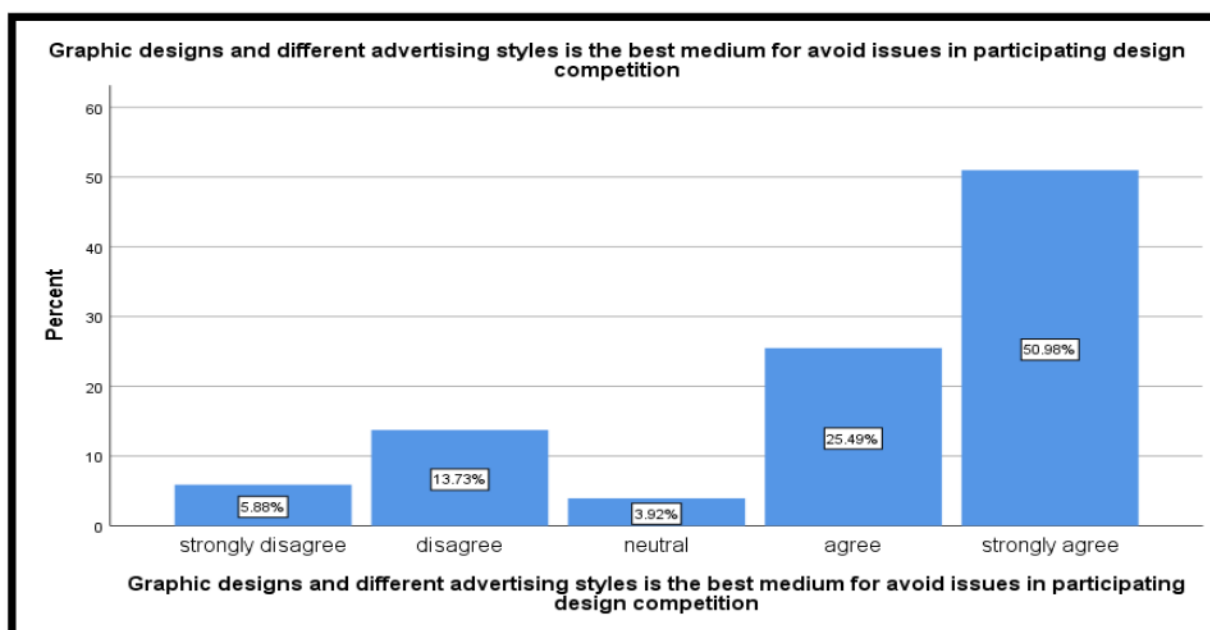


Figure 12: Graphic designs and different advertising styles is the best medium for avoiding issues in participating design competition

(Source: SPSS)

According to the mentioned graph, it can be identified that 50.98% of participants strongly agreed that Graphic designs and different advertising styles are the best media for

avoiding issues in participating in a design competition. On the other hand, 5.88% of participants strongly disagreed with this factor.

Correlation analysis

Correlations											
		Age	Gender	Highlighting the improvement of important skills taking film and television advertising course is useful	Film and television advertising course is helpful in combination of college professional courses and design competition	Film and television advertising course is secure and accessible for the quick development among college professionals	The performance of the graphic designs and advertising styles is reliable for supporting college professional courses	The experience of using graphic designs and different advertising styles is good	The accessibility of the graphic designs and advertising styles is manageable for college professional courses	Students can read the college professional courses by the graphic designs and different advertising styles	Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition
Age	Pearson Correlation	1	.808**	.670**	.660**	.858**	.920**	.651**	.860**	.635**	.745**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
Gender	Pearson Correlation	.808**	1	.646**	.606**	.818**	.865**	.548**	.770**	.505**	.697**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
Highlighting the improvement of important skills	Pearson Correlation	.670**	.646**	1	.947**	.860**	.817**	.937**	.883**	.915**	.908**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
Film and television advertising course is helpful in	Pearson Correlation	.660**	.606**	.947**	1	.869**	.808**	.947**	.874**	.947**	.889**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
Film and television advertising course is secure and	Pearson Correlation	.858**	.818**	.860**	.869**	1	.933**	.860**	.935**	.827**	.916**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
The performance of the graphic designs and	Pearson Correlation	.920**	.865**	.817**	.808**	.933**	1	.783**	.926**	.743**	.841**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
The experience of using graphic designs and	Pearson Correlation	.651**	.548**	.937**	.947**	.860**	.783**	1	.856**	.961**	.893**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
The accessibility of the graphic designs and	Pearson Correlation	.860**	.770**	.883**	.874**	.935**	.926**	.856**	1	.818**	.922**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
	N	51	51	51	51	51	51	51	51	51	51
Students can read the college professional courses	Pearson Correlation	.635**	.505**	.915**	.947**	.827**	.743**	.961**	.818**	1	.882**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
	N	51	51	51	51	51	51	51	51	51	51
Graphic designs and different advertising styles is	Pearson Correlation	.745**	.697**	.908**	.889**	.916**	.841**	.893**	.922**	.882**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	N	51	51	51	51	51	51	51	51	51	51

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 13: Correlation analysis
(Source: SPSS)

Depending on the correlation analysis, the functions to build relationships between two variables have been implemented in this study to make this study accurate and believable. A positive relationship is identified among the variables in the case the p-value of variables is greater than 0 ($P\text{-value} > 0$) (A diet *al.* 2020). In

addition, the p-value is considered as 1 when the value is greater than 0 ($1 > 0$). Following this chart, it can be mentioned that there is a positive relationship between dependent and independent variables. It makes the study more valuable and reliable to accept for the readers and helps to sustain a long-term issue.

Regression analysis

ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.243	9	5.805	69.119	.000 ^b
	Residual	3.443	41	.084		
	Total	55.686	50			

a. Dependent Variable: Highlighting the improvement of important skills taking film and television advertising course is useful

b. Predictors: (Constant), Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition, Gender , Age , Film and television advertising course is helpful in combination of college professional courses and design competition, The experience of using graphic designs and different advertising styles is good, The accessibility of the graphic designs and advertising styles is manageable for college professional courses, Film and television advertising course is secure and accessible for the quick development among college professionals, The performance of the graphic designs and advertising styles is reliable for supporting college professional courses, Students can read the college professional courses by the graphic designs and different advertising styles

Figure 14: ANOVA Analysis

(Source: SPSS)

Based on the above table, the value of ANOVA is 0, which indicates that the dependent variable can be influenced by the independent variable

(Simpson *et al.*, 2017). Apart from this, the regression of the mean square is 5.805.

Model summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.969 ^a	.938	.925	.290	.938	69.119	9	41	.000

a. Predictors: (Constant), Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition, Gender , Age , Film and television advertising course is helpful in combination of college professional courses and design competition, The experience of using graphic designs and different advertising styles is good, The accessibility of the graphic designs and advertising styles is manageable for college professional courses, Film and television advertising course is secure and accessible for the quick development among college professionals, The performance of the graphic designs and advertising styles is reliable for supporting college professional courses, Students can read the college professional courses by the graphic designs and different advertising styles

Figure 15: Model summary

(Source: SPSS)

The above model has depicted that Graphic designs and advertising styles are the best media for avoiding traffic and extra cost and time. Students can read the advertising and marketing communication through the utilization of Graphic designs and advertising styles (Alawadhiet *al.* 2020). Graphic designs and advertising styles are secure and accessible for quick delivery services that make people happy and sustained in the organization. The R-value of this research is 0.969, and the R square value is 0.938, which highlights that both values are equal. They never changed.

Reliability and validity test

Reliability Statistics	
Cronbach's Alpha	N of Items
.975	10

Figure 16: Reliability and validity test
(Source: SPSS)

According to the rule of SPSS, in the case of getting the value of "Cronbach's alpha is greater than 0.70 (value > 0.70)", the data that has been extracted from the analysis process will be acceptable. Here in this graph, the value of "Cronbach's alpha" is 0.975, which is greater than the fixed value (0.975 > 0.70) (Nassiet *al.* 2019). It highlighted that the data is reliable and valid to sustain a long-term issue.

Summary

Observing the entire above analysis, it can be mentioned that the Graphic designs and different advertising styles are reliable for the college professional courses. The reliability test has been considered that all the data that the researcher has collected through the survey process are accurate and reliable.

Recommendations and Conclusion

Following the above study, it can be stated that if all the design competition among the college students adopted graphic design in their courses, it could modify the country's economic status due to learning the topic of Film and advertisement more technically about

advertising and marketing communication to build strong relationships among the customers and business process (Alsamhiet *al.* 2021). There are several challenges in delivering products in urban areas; using graphics designs can solve the issues.

Graphic designs and advertising styles are the best media for avoiding communication in the film and advertisement process across the urban civilization. As it is capable of improving college students' knowledge, innovation and economic balance can be possible. In addition, **graphic designs and advertising styles** help develop advanced and modern advertisement processes that significantly impact the country's environment. Moreover, by participating in design competitions, students can positively impact this utilization of graphic designs.

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Appendix**Questionnaire****THE COMBINATION OF COLLEGE PROFESSIONAL COURSES AND DESIGN COMPETITION****Section 1: Demographic Block**

1. Age
 - a) 16-18
 - b) 18-20
 - c) 21-22

2. Gender

- a) Male
- b) Female

Section 2: LEARNING ABOUT GRAPHIC DESIGNS AND ADVERTISING STYLES

(Please rate your opinion against the attached statements based on the scale suggested below- 0 = strongly disagree, 1 = disagree, 2 = neutral, 3 = agree, 4 = strongly agree)

Statements	0	1	2	3	4
3.Highlighting the improvement of important skills taking Film and television advertising course is useful.	2	3	2	17	27
4.Film and television advertising course is helpful in combination of college professional courses and design competition.	1	2	3	15	30
5.Film and television advertising course is secure and accessible for the quick development among college professionals.	5	10	6	10	20
6. The performance of the graphic designs and advertising styles is reliable for supporting college professional courses.	6	13	10	12	10
7. The experience of using graphic designs and different advertising styles is good.	1	3	3	11	33
8.The accessibility of the graphic designs and advertising styles is manageable for college professional courses.	4	6	12	15	15
9. Students can read the college professional courses by the graphic designs and different advertising styles.	1	2	3	10	35
10. Graphic designs and different advertising styles is the best medium for avoid issues in participating design competition.	2	3	2	17	27