Art Direction

Code: 103145
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Prerequisites

This subject is linked to the knowledge acquired in "Design in Advertising and Public Relations" in a specific way
Some knowledge of Indesign and / or Illustrator software, plus Photoshop

Objectives and Contextualisation

Overall objective Develop creative strategies in graphic media for the creation of advertising messages. This general objective is specified so that, at the end of the subject, the student will be able to (specific objectives): a. Demonstrate the skills and knowledge necessary to graphically develop advertising ideas with maximum efficiency and effectiveness. b. Demonstrate the maximum knowledge of the elements that are considered proper of art direction, and advertising graphic design, to use them in a technically correct, effective and efficient manner. c. Demonstrate knowledge and analyze trends and trends in graphic design and advertising communication, which mark the main lines of current advertising. d. Demonstrate solvency in the structuring of advertising messages, from a formal perspective, experimenting with the construction of visual and audiovisual graphic pieces.

Competences

- Apply creative techniques in writing advertisements.
- Demonstrate knowledge of photographic composition theories.
- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Manage persuasive communication creatively.
- Use different theories and techniques in the graphic composition of texts.
- Use ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the strategic principles that determine a campaign to developing a creative briefing.
2. Classify aesthetic theories and techniques that play a role in advertisings graphic design and art management.
3. Develop creative sales ideas.
4. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
5. Identify the fundamental principles of recognition and significant difference.
6. Identify the most significant features of the advertising photography tradition.
7. Provide creative solutions to the advertisers communication problems, bearing in mind the budgetary limitations determining a campaign.
8. Use ones imagination with flexibility, originality and ease.
9. Use technological instruments for the composition and editing of graphic messages.
10. Use the framing, exposure and editing techniques characteristic of photography.

Content

Theme 1

Foundation of the DA
Professional profile of the DA
Academic context of the DA
Competencies of the DA
Theme 2
Theorization of the DA
Brífing 360
Conceptualization
Visual comunication
Visual Apple and Visual Attract
Visual Code
Visual Rhetoric
Symbolic Representation
Theme 3
Methodology of the DA
Trends and Styles
Creativity, Communication and Aesthetics
Design Thinking, Process and Management
Representation and Production Media
Evaluation and Validation

Methodology

The subject has 45% of face-to-face and 55% of autonomous work.

The face-to-face part of the subject has three basic parts: Theory, Semin
Theory: Based on the theoretical explanations in class, the study of the p
Seminars: Based on the work of the student - in group or individual - and
Practices: Based on the realization of specific exercises or activities that
The subject also includes 5% personalized tutoring (CE10, CE11, CE23)

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	2, 4, 7, 3, 5
Theory	15	0.6	1, 8
Works	22.5	0.9	1, 2, 6, 9, 10
Type: Supervised			
Tutorials	7.5	0.3	1, 2, 6, 10
Type: Autonomous			
Works	82.5	3.3	1, 2, 6, 9, 10

Assessment

The subject consists of the evaluation activities:

a) Written tests, where the knowledge in the subject will have to be demo

To facilitate the monitoring and evaluation of the student, the following do

1. Schedule (details of teaching activities, place, deliveries, etc.)

2. Student folder index (where all activities, delivery dates, weighting, etc

3. File of each of the activities. (description of the activity and the rubric c

4. Guide of the subject (with the details to facilitate the student's learning

Recovery process

Students will be entitled to the recovery of the subject if it has been evalu

To be able to submit to the recovery of the subject, you must have obtain

Student not evaluated

It will be considered that the students can not be evaluated when some c

- When a minimum of 2/3 of the total evaluable activities have not been c

- When the deliveries of the works are not carried out according to the sc

- When the teacher detects signs of copying or plagiarism in the activities

Second Registration

In case of second registration of the students may perform a single synth

The qualification of the subject corresponds to the qualification of the syr

Plagiarism

The student who makes any irregularity (copy, plagiarism, identity theft, .

lead to a significant variation of the rating of an act of evaluation, will be r

Programming of the subject

The detailed calendar with the content of the different sessions will be pr

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
1. White and black	10	1	0.04	1, 8, 4, 7, 3, 5, 9, 10
2. Colour	10	1	0.04	1, 8, 4, 7, 3, 5, 9, 10
3. Shape	10	1	0.04	1, 8, 4, 7, 3, 5, 9, 10
4. Declensions	10	1	0.04	1, 8, 4, 7, 3, 5, 9, 10
5. 360	10	0.5	0.02	1, 8, 4, 7, 3, 5, 9, 10
6. Art direction	10	0.5	0.02	4, 5
7. Art dossier	10	0.5	0.02	8, 2, 6, 9, 10
8. Campaign	20	1	0.04	1, 8, 4, 7, 3, 5, 9
9. Defending	10	1	0.04	8, 3, 5

Bibliography

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Bhaskaran, Lakshmi (2007). *El diseño en el tiempo*. Blume. Barcelona

Burtenshaw, Ken/ Mahon, Nik / Barfoot, Caroline (2007) *Principios de publicidad*. GG. Barcelona.

Cesar Newton. (2002) *Direçao de arte*. Editorial Futura. Brasil

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Roca, David (2001) "Una manifestación de la creatividad en publicidad: la dirección de arte". En *Creatividad y Comunicación* núm. 6. 2001

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Clavera Anna, (2007) *De lo bello de las Cosas*. GG. Barcelona.