

Creative Advertising

Code: 103146
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Mariano Castellblanque Ramiro
Email: Mariano.Castellblanque@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Robert Rabanal Ramirez
Ángel Sánchez Sanchez Sancho

Prerequisites

Students are required to have a high level of motivation.

Objectives and Contextualisation

Aims and Objectives

1. Know the concept of advertising creativity, both theoretically and practically.
2. Carry out practical exercises to enhance and measure creativity.

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 narrative and expressive characteristics of audiovisual languages.
- 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 one's 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 advertising 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. Recognise the basic principles of audiovisual performance before a microphone and camera.
9. Use ones imagination with flexibility, originality and ease.
10. Use technological instruments for the composition and editing of graphic messages.
11. Use the framing, exposure and editing techniques characteristic of photography.

Content

Contents

1. Universal creativity
2. Creativity, innovation, entrepreneurship and communication
3. Creative connections. The secret tool of innovative minds
4. Creative person. Creativity and intelligence
5. Creative techniques.
6. Strategies and communication tools
7. Creative advertising strategies
8. Creative paths
9. Briefing of the advertiser
10. Briefing agency creative
11. Origin of ideas (insights, big idea ...)
12. The world of communication agencies

Methodology

Methodology

- Theory to explain the key concepts (master class).
- Practices related to theory.
- Related compulsory readings (books, articles, chapters, websites, blogs...).
- Active student participation.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical axis	100	4	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11
Theoretical axis	42.5	1.7	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11

Assessment

Evaluation

Activity A: Theory 30% on the final grade.

Activity B: Classroom practice 30% on the final grade.

Activity C: Practice BA 10% on the final grade.

Activity D: Practice BCA 10% on the final grade.

Activity E: Practice CC 20% on the final grade.

The proposed teaching methodology and evaluation may undergo some modification in the restrictions on attendance imposed by the health authorities.

Recovery

Students who obtain a grade of less than 1.5 (out of 3) for theory and a grade of less than 3.5 (out of 7) for practice will be required to make up the suspended part.

Requirements for passing the course

In order to pass the course, all of the previously specified evaluable activities must be passed without distinction.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical axis	70%	6.5	0.26	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11
Theoretical axis	30%	1	0.04	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11

Bibliography

Bibliography

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Arrollo, Isidoro. (2005). La profesión de crear. Laberinto.

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Kleon Austin. (2012). Roba como un artista. Aguilar.

Veksner, Simon. (2009). Ser un buen creativo publicitario. Blume, Barcelona.

Kelley Tom, Littman Jonathan (2010). Las diez caras de la innovación. Estrategias para una creatividad excelente. Paidós.

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