

Creative Portfolio

Code: 103149
ECTS Credits: 6

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

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

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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

Recommended:

1. Good knowledge of the software that follows: Indesign, Photoshop & Illustrator.
2. Be focused on creativity.
3. Be able to have a good planification if you're doing practices or other studies
4. Lots of motivation.
5. Be professionally oriented to creativity and communication.

Objectives and Contextualisation

To be able to create your own portfolio wit 6/8 good and original crativities.

To learn to build, defend and sell your own ideas with coherence and criteria.

To know the creative industry. Be able to see where the talent is.

To be confident and reinforce your self.

Be capable to evaluate your own creativity and other's.

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 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. 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

The portfolio as contract strategy

The professional interview.

The market.

Agencies profiles.

Creative Profiles

Resources for creatives.

Make your own portfolio.

Methodology

Everything is based in projects. Your own projects. You work on your projects and the teacher helps to you to find the best.

A mixture of research and practices.

Every week the teacher exposes a new briefing and you have all the course to work on it.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Knowledge of creativity industry	0	0	1, 9, 7, 3, 5, 10

Assessment

If you want to pass you only need:

1. Be able to create 6 good advertising campaigns (60%)
2. Be able to create your own portfolio (40%)
 - 2.1. Teacher evaluation
 - 2.2. Student evaluation
 - 2.3. Student selection of the best campaign of the group.

Others

No test, no exams.

It's a must to assist to the 100% of presencial sessions

You have to reserve June to do final reviews and improvings in all the campaigns that you've done before.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Realising of a portfolio and knowing the advertising creative industry	100%	150	6	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11

Bibliography

Bogusky, Alex & Winsor, John (2010). *Baked In: Creating Products and Businesses That Market Themselves*. Chicago: Agate publishing.

Castillo, Fidel del (2014). *Necesitas un book: 78 consejos para elaborar un book creativo y encontrar trabajo en publicidad*. Barcelona: Editorial UOC.

González-Andrío, Gabriel (2005). *30 segundos de gloria: 15 grandes directores creativos nos cuentan cómo llegaron*. Madrid: Dossat.

Gordon, Torr (2008). *Managing Creative People: Lessons in Leadership for the Ideas Economy*. Hoboken (USA, NJ): John Wiley & Sons Ltd.

Knight, Christina (2013). *Mad woman: a herstory of advertising*. Linköping (Suècia): Oliko. Nota: no confondre amb: Mass, Jane (2012). *Mad Women, la otra cara de la vida de Madison Avenue*. Barcelona?: Lumen.

Taylor, Fig (2010). *Cómo crear un portfolio y adentrarse e el mundo*. México: Gustavo Gili.

Solana, Daniel (2010). *Postpublicidad*. Bilbao: Am libros.