

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

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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
Pep Colomer Miralbell

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's 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 one's 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. Advertiser's briefing
5. Agency creative briefing
6. Creative advertising strategies
7. Creative person
8. 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.

(ENG) The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions and seminars	34	1.36	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11
Theoretical classes	17	0.68	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11

Type: Autonomous				
Individual study, readings, exercises	84	3.36	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%	5	0.2	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11
Theoretical axis	30%	2.5	0.1	1, 9, 2, 4, 7, 3, 6, 5, 8, 10, 11

Bibliography

Bibliography

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Software

This subject does not require any specific software.