

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 personal projects. The student work on his/her own project and the teacher helps to find the best.

A mixture of research and practices.

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

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 | | | |
| Knowledge of creativity industry in advertising. | 15 | 0.6 | 1, 9, 7, 3, 5 |
| Knowledge of creativity industry | 37.5 | 1.5 | 1, 9, 7, 3, 5, 10 |
| Type: Supervised | | | |
| Reviews | 7.5 | 0.3 | 1, 9, 7, 3, 5 |
| Type: Autonomous | | | |
| Creativity | 82.5 | 3.3 | 1, 9, 2, 4, 7, 3, 5, 10, 11 |

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.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. All the activities are included in revaluation process.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---|-----------|-------|------|----------------------------|
| Realising of a portfolio and knowing the advertising creative | 5% | 7.5 | 0.3 | 1, 9, 2, 4, 7, 3, 6, 5, 8, |

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): Olika. Nota: no confondre amb: Mass, Jane (2012). *Mad Women, la otra cara de la vida de Madison Avenue*. Barcelona?: Lumen.

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

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

Software

We don't need any specific software.