

Art Direction

Code: 103145
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--|------|------|----------|
| 2501935 Advertising and Public Relations | OT | 4 | 2 |

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

nd design software (Indesign, Illustrator, Photoshop or similar) is required. In this sense, this subject is linked to t

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 analyse 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

- Demonstrate knowledge of photographic composition theories.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.

- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use different theories and techniques in the graphic composition of texts.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Classify aesthetic theories and techniques that play a role in advertising's graphic design and art management.
4. Communicate using language that is not sexist or discriminatory.
5. Consider how gender stereotypes and roles impinge on the exercise of the profession.
6. Critically analyse the principles, values and procedures that govern the exercise of the profession.
7. Explain the explicit or implicit code of practice of one's own area of knowledge.
8. Identify situations in which a change or improvement is needed.
9. Identify the most significant features of the advertising photography tradition.
10. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
11. Propose new methods or well-founded alternative solutions.
12. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
13. Propose projects and actions that incorporate the gender perspective.
14. Propose viable projects and actions to boost social, economic and environmental benefits.
15. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
16. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
17. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
18. Use one's imagination with flexibility, originality and ease.
19. Use technological instruments for the composition and editing of graphic messages.
20. Use the framing, exposure and editing techniques characteristic of photography.
21. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
22. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

Theme 1

Foundation of the AD
 Professional profile of the AD
 Academic context of the AD
 Competencies of the AD
 Theme 2
 Theorization of the AD
 Briefing 360
 Conceptualization
 Visual

communication

Visual Apple and Visual Attract

Visual Code
 Visual Rhetoric
 Symbolic Representation
 Theme 3
 Methodology of the AD
 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 subjecte matter. CE10, CT3

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)

The teaching staff should allocate approximately 15 minutes of a class to allow their students to answer the eval

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 | | | |
| Seminars | 15 | 0.6 | |
| Theory | 15 | 0.6 | 18 |
| Works | 22.5 | 0.9 | 19 |
| Type: Supervised | | | |

| | | | |
|------------------|------|-----|----|
| Tutorials | 7.5 | 0.3 | |
| Type: Autonomous | | | |
| Works | 82.5 | 3.3 | 19 |

Assessment

The subject consists of the evaluation activities:

A. Written tests (2), where it will be necessary to gather and interpret data

1. Art direction 10% in the final grade

2. Art dossier 10% in the final grade

B. different pieces (7) where it will be necessary to demonstrate the knowledge, skills and attitudes in the realization

1. White and black 10% in the final grade

2. Colour 15% in the final grade

3. Shape 10% in the final grade

4. Declensions 10% in the final grade

5. 360 10% in the final grade

6. Campaign 15% in the final grade

7. Defending 10% in the final grade

To facilitate the monitoring and evaluation of the student, the following documents are accessible in the virtual classroom:

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)
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 evaluated. This recovery will consist of submitting the works for reassessment purposes.

Student not evaluated

It will be considered that the students can not be evaluated when some of the following conditions are met:

- When a minimum of 2/3 of the total evaluable activities have not been carried out.
- When the deliveries of the works are not carried out according to the schedule.
- 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 synthesis. The qualification of the subject corresponds to the qualification of the synthesis.

Plagiarism

The student who makes any irregularity (copy, plagiarism, identity theft, etc.) will be considered as a plagiarist.

Programming of the subject

The detailed calendar with the content of the different sessions will be presented in the first session.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--------------------|-----------|-------|------|---|
| 1. White and black | 10 | 1 | 0.04 | 2, 18, 4, 9, 10, 13, 14, 16, 19, 20, 5 |
| 2. Colour | 15 | 1 | 0.04 | 2, 18, 4, 9, 10, 13, 14, 16, 19, 20, 5 |
| 3. Shape | 10 | 1 | 0.04 | 2, 18, 4, 10, 13, 14, 16, 19, 5 |
| 4. Declensions | 10 | 1 | 0.04 | 1, 18, 9, 8, 11, 15, 19, 20 |
| 5. 360 | 10 | 0.5 | 0.02 | 2, 18, 10, 13, 14, 16, 19, 5 |
| 6. Art direction | 10 | 0.5 | 0.02 | 3, 4, 17, 16 |
| 7. Art dossier | 10 | 0.5 | 0.02 | 18, 3, 4, 17, 16 |
| 8. Campaign | 15 | 1 | 0.04 | 6, 2, 1, 18, 4, 7, 10, 8, 22, 11, 12, 13, 14, 17, 15, 16, 19, 5, 21 |
| 9. Defending | 10 | 1 | 0.04 | 6, 1, 18, 7, 8, 22, 11, 12, 17, 15, 16, 21 |

Bibliography

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

Software

The Affinity (Publisher, Designer, Photo) or similar program will be used in the course.

In addition, students can use other programs, prior communication and a