

**Creative Portfolio**

Code: 103149  
ECTS Credits: 6

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

**Contact**

Name: Pep Colomer Miralbell  
Email: pep.colomer@uab.cat

**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 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.
- 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 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 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. Apply the strategic principles that determine a campaign to developing a creative briefing.
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 social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Propose new methods or well-founded alternative solutions.
11. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
12. Propose projects and actions that incorporate the gender perspective.
13. Propose viable projects and actions to boost social, economic and environmental benefits.
14. Recognise the basic principles of audiovisual performance before a microphone and camera.
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 develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
17. Use one's imagination with flexibility, originality and ease.
18. Use technological instruments for the composition and editing of graphic messages.
19. 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.
20. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

## 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			
Theoretical and practical classes and seminars	52.5	2.1	6, 3, 17, 4, 7, 9, 8, 10, 11, 12, 13, 16, 15, 14, 18
Type: Supervised			
Reviews	7.5	0.3	1, 3, 17, 8, 11, 13, 15, 14, 18
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	6, 1, 17, 8, 20, 16, 15, 14, 18

## 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 presential 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
Create advertising campaigns	60%	4	0.16	6, 2, 1, 3, 17, 4, 7, 9, 8, 20, 10, 11, 12, 13, 16, 15, 14, 18, 5, 19
Realising of a portfolio	40%	3.5	0.14	6, 2, 1, 3, 17, 4, 7, 9, 8, 20, 10, 11, 12, 13, 16, 15, 14, 18, 5, 19

## 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): Olike. 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.