

Advertising Photography

Code: 104898
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: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

ERASMUS AND MOBILITY STUDENTS INTERESTED IN THIS SUBJECT, DUE TO THE SPECIAL METHODOLOGY AND THE LIMITATION OF LABORATORY SPACES, WHICH MAY LIMIT THE QUOTA ENROLLMENT WITH A WAITING LIST, IT IS ESSENTIAL TO ARRANGE AN INTERVIEW AT THE BEGINNING OF SEPTEMBER, OR IN ANY CASE ALWAYS BEFORE THE START OF CLASSES, WITH PROFESSOR LEONOR BALBUENA AT EMAIL: Leonor.Balbuena@uab.cat IT WILL NOT BE ADDRESSED LATER.

Objectives and Contextualisation

ADVERTISING PHOTOGRAPHY is the ability to find creative solutions to communication problems through the creation of symbolic images. The image is the foundation for the development of creative communication proposals with visual impact.

Advertising Photography is capable of capturing, through a symbolic and connotative image, the visual attention of a target. A powerful image can be an advertising appeal in itself.

Main training objectives: Basic knowledge of technology and visual language. Production process and photographic creation within the advertising field. Digital development and basic retouching applied to its advertising use. Activities on artificial lighting applied to produce advertising images. Analysis and use of the image. Creation and production of creative graphic advertising messages.

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 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. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Explain the explicit or implicit code of practice of one's own area of knowledge.
7. Identify situations in which a change or improvement is needed.
8. Identify the most significant features of the advertising photography tradition.
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. 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.
15. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
16. Use one's imagination with flexibility, originality and ease.
17. Use technological instruments for the composition and editing of graphic messages.
18. Use the framing, exposure and editing techniques characteristic of photography.
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

BLOCK 1. Technique & advertising image

- The camera - Sensitivity. Objectives. Shutter. Diaphragm. Exposure control. White balance. Approach.
- Lighting: characteristics / Lighting control / Use of sets
- The symbolic of color and black and white
- Digital post-production

BLOCK 2. The advertising photographic project

- Characteristics and objectives
- Methodology of a professional photographic project
- The script: concept and brief

BLOCK 3. Photographic genres

- Fashion photography & portraits
- Product Photography
- Food photography

BLOCK 4. The advertising image

Methodology

The active proposal of an advertising PROJECT that integrates different advertising pieces.

The project consists of the creation of an Agency PORTFOLIO with the exhibition of some of its works in a digital format (web page). The portfolio will consist of two projects carried out in groups. The objective is to work with own originals and their application in graphic creations.

The working group will form an AGENCY. The PORTFOLIO Project will be carried out by the members of the Agency.

The dynamic will be active work, mainly on the photographic set, or external depending on the pieces to be made, and graphic design until the final art is completed.

PROJECT: The methodology follows the concept of Active Learning. Through the orientation of the teaching team and the initial planning of the face-to-face sessions, through the integrated modules of theory and practice of image taking and the final edition, each team is in charge of developing a final activity (PROJECT: PORTFOLIO OF AGENCY), in which the student will also have individual responsibilities. Active Learning also includes virtual materials and activities that help complement the process, such as didactic cards, reading materials, and analysis.

INDIVIDUAL PROJECT: The student will have the opportunity to carry out an individual graphic project.

TUTORING: The permanent tutoring of the professors in the photographic production unit in the different phases of production, the support of the laboratory technicians, and the consultation of virtual and bibliographical materials will lead the student gradually to their objectives.

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 SESSIONS	52.5	2.1	5, 1, 16, 8, 7, 20, 10, 11, 15, 14, 17, 18, 19
Type: Supervised			
TUTORING	7.5	0.3	5, 2, 1, 16, 3, 6, 8, 9, 7, 20, 10, 11, 12, 13, 15, 14, 17, 18, 4, 19
Type: Autonomous			
INDIVIDUAL STUDY	82.5	3.3	5, 2, 1, 16, 3, 6, 8, 9, 7, 20, 10, 11, 12, 13, 15, 14, 17, 18, 4, 19

Assessment

The evaluation activities are:

- Activity 1. Learning, 10% of the final grade
- Activity 2. Genres, 15% of the final grade
- Activity 3. Transversal project, 15% of the final grade
- Activity 4. Advertising, 30% of the final grade
- Activity 5. Personal, 20% of the final grade

- Activity 6. Tutorials, 10% of the final grade

In order to pass the subject, it is necessary to obtain a minimum grade of 5 in all activities.

Recovery

Students will have the right to retake the subject if they have been evaluated from the set of activities, the weight of which is a minimum of 2/3 of the total grade for the subject.

To be able to appear for the recovery of the subject, it will be necessary to have obtained an average grade of 3.5. The activities that are excluded from the recovery process are: Activity 1 and 3.

Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event that several irregularities occur, in the acts of evaluation of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group projects / Individual project	75%	5.5	0.22	1, 16, 3, 8, 9, 7, 20, 10, 11, 12, 13, 15, 14, 17, 18, 4
Practical sessions (digital camera / lighting)	15%	1.5	0.06	16, 8, 15, 14, 17, 18
TUTORING	10%	0.5	0.02	5, 2, 1, 16, 3, 6, 8, 9, 7, 20, 10, 11, 12, 13, 15, 14, 17, 18, 4, 19

Bibliography

Eguizábal Maza, Raúl. "La fotografía publicitaria." (2012): n. pag. Print.

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Gilmore, Steven R. Creatividad fotográfica: proyectos reales de manipulación fotográfica: del briefing al resultado final / Steven R. Gilmore. Barcelona: Index Books, 2000. Print.

Mellado, José María. Fotografía digital de alta calidad. Ediciones Actual. Barcelona, 2007.

Merino, Miguel. Fotografía de producto y publicidad: consigue realizar 50 imágenes espectaculares / Miguel Merino. Madrid: JdeJ editores, 2017. Print.

Lens Leiva, Jorge. "Tendencias de la fotografía publicitaria contemporánea: grandes marcas, grandes conceptos." (2012): n. pag. Print.

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Freeman, Michael. Guía completa de fotografía digital. Naturart. Barcelona, 2006.

Sans, Martí. Aprende a fotografiar productos como un profesional / Martí Sans. Barcelona: Editorial Gustavo Gili, 2018. Print.

Software

The necessary software to be able to develop the subject is: Affinity Photo, Publisher, Designer, or else Adobe. XD, wordpress, wix will also be used. We clarify that does not include the teaching of these programs in the class development.