

Degree	Type	Year
2501935 Advertising and Public Relations	OB	3

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

None

Objectives and Contextualisation

1. Provide a brief theoretical basis on what creativity is, its processes and techniques, the importance of nourishing oneself through references and knowledge of people and creative projects from a broad and multifaceted perspective.
2. Know and study the creative processes and techniques of ideation, in general, and advertising, in particular.
3. Practice various creative techniques in order to provide tools for the creation of great ideas and creative developments from an advertising point of view.
4. Learn to think in a disruptive way, to feed on references and referents through daily activities, experiment and share ideas.
5. Work as a team putting into practice the theoretical and practical knowledge of the subject.
6. Carry out a final project with a powerful idea capable of becoming a Revolution to which thousands of people join.
7. Apply the gender perspective in project research, in the search for creative and bibliographic references, as well as make use of an inclusive and non-sexist language.
8. Have fun and discover that we are all creative.

Learning Outcomes

1. CM15 (Competence) Devising creative and persuasive messages that respond to the communication needs of advertising agencies without violating the democratic values or the fundamental rights of the public.
2. KM20 (Knowledge) List the stages and strategies of the creative process involved in the development of an advertising campaign, from conceptualisation and creative briefing to execution.
3. SM14 (Skill) Apply techniques that enhance the originality and flexibility of thought to generate creative ideas that respond to communication problems.

Content

1. What is Creativity.
2. The Creative Process.
3. References
4. Creative Techniques
635
Mind Mapping
Lateral thinking / Six Hats
Brainstorming
Sensation
Fantasy Grammar
Lotus Flower
DO IT
Hall of fame
SCAMPER

And sessions on topics/books/authors that are not exactly creative techniques but help you think "out of the box".

A Whack on the Side of the Head. How You Can Be More Creative

Steal like an artist

Fail it!

Moodboard

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars and practices	37.5	1.5	CM15, KM20, SM14
Theory sessions	15	0.6	CM15, KM20, SM14
Type: Supervised			
Tutorials	8	0.32	CM15, KM20, SM14
Type: Autonomous			
Exercises, practice, reading texts, watching campaigns and self-study.	84.5	3.38	CM15, SM14

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.

Methodology

To the theoretical part on creative processes and techniques will be added:

- Practical exercises in group or individual.
- Viewing of campaigns, projects, products, content, talks, articles...
- Continuous search for surprising and interesting references that can inspire the group. IG Profile @inspirationalmagazine
- Individual work "My Creative Notebook".
- Final group work. Revolution Makers.
We will create and "brand" a Revolution capable of being followed by thousands of people.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom Practice	20%	1	0.04	CM15, KM20, SM14
Individual practical work "My Creative Notebook"	35%	1.5	0.06	CM15, SM14
Self appraisal	5%	0.5	0.02	CM15, KM20, SM14
Work and Final Presentation: Revolution Makers	40%	2	0.08	CM15, KM20, SM14

1. Self-assessment -> 5%

Self-criticism is key when working with ideas.

No one knows better than you what you have done during the course.

Honestly evaluate your effort, your desire to work, the originality of your ideas, the tireless search for new references, the books you have read, your evolution... Everything that has made your creative muscle grow and stimulate your desire to find new creative paths throughout the year.

A 10, if not real, is not an option.

2. Realization of practices in class -> 20%

Practices in class and out of class are compulsory.

3. Individual practical work "My Creative Notebook" -> 35%

The idea books will be delivered on the appointed day and will be returned after 6 months of custody.

It will be valued:

- Constancy and daily work.
- The solutions to the practical exercises proposed in class.
- Own creative ideas.
- Creative thoughts and references.
- The use of the creative techniques learned.
- The visual expression of the content through images, mind maps, drawings, photographic clippings.
- And, in general, any original idea that contributes to the creative work being done on a daily basis. We hope that you have been fed with creativity every day and that you have searched for great ideas throughout the course.

4. Work and Final Presentation: Revolution Makers -> 40%

It will be valued:

- Originality, simplicity, organization and formal development.
- The oral presentation, in an understandable, entertaining, simple and clear and structured way of the work.
- The presentation of all the members of the group.
- The formal and final delivery of the campaign to launch a revolution likely to be followed by thousands of people.

Recovery

Students will have the right to recover the subject if they have been evaluated on the set of activities, the weight of which is a minimum of 2/3 of the total grade for the subject. The recoverable evaluation activities are: the work final and practices. The practices will be recovered with a theoretical-practical test. In the case of the work, it must be submitted corrected and improved.

The activity "My Creative Notebook" is excluded from the recovery process because it is a project to be carried out daily throughout the course.

Single assessment system

The single evaluation system for the subject is based on the following percentages:

- A) 25% Theoretical-practical test. It must be approved (5 or more) to pass the subject (essential condition).
- B) 40% Delivery of a final project: Revolution Makers
- C) 35% Creative notebook

$A (25\%) + B (40\%) + C (35\%) = 100\%$ FINAL GRADE FOR THE SUBJECT

Single assessment recovery

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

The single assessment activities that can be recovered are: the work and the theoretical-practical test.

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 evaluation acts of the same subject, the final grade for this subject will be 0.

Bibliography

Mandatory readings

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Complementary readings

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grupo autónomo a.f.r.i.k.a., BRUNZELS, S. y BLISSET, L. (2006). Cómo acabar con el mal: Manual de guerrilla de la comunicación. Virus

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Jardí, Enric. (2012). Pensar con imágenes. Barcelona: Gustavo Gili

Jenkins, H. y Ford, S. (2015). Cultura transmedia. La creación de contenido y valor en una cultura en red. Barcelona: Gedisa

Joannis, H. (1986). El Proceso de creación publicitaria. Planteamiento, concepción y realización de los mensajes. Bilbao: Deusto.

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Software

No software required.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Spanish	first semester	afternoon
(PLAB) Practical laboratories	52	Catalan	first semester	afternoon
(PLAB) Practical laboratories	53	Catalan	first semester	afternoon
(TE) Theory	5	Spanish	first semester	afternoon

PROVISION