Design in Advertising and Public Relations

Code: 103144
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OB	2

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

They have not been described.

Objectives and Contextualisation

Applying the knowledge of advertising and public relations to organize information and communicate in the graphic formats.
Transmitting information through graphic messages.
Using the formal elements and adapt the graphic messages taking into account the recipients of the information.
Training professionals in advertising and public relations, prepared to organize information in graphic formats.
Discovering the functions of creativity, design and production of advertising pieces.
Introducing the basic knowledge linked to the creative direction regarding the design of pieces of advertising communication and public relations.
Introducing the basic knowledge linked to the art direction with respect to the design of pieces of advertising communication and public relations.

Learning Outcomes

1. CM30 (Competence) Incorporate individual skills (creativity, use of expressive and technological resources) into the development of collaborative projects in the field of advertising and public relations.
2. CM31 (Competence) Devise graphic and audiovisual projects in the field of persuasive communication that respond to new expressive and technological trends.
3. CM32 (Competence) Generate transformative graphic and audiovisual projects that reinforce democratic values and increase social rights.
4. KM33 (Knowledge) Classify the techniques and aesthetic theories involved in graphic design and art direction in the elaboration of persuasive messages.
5. SM30 (Skill) Operate cameras, microphones, mixing consoles, image and sound editing and retouching software and other post-production effects to produce persuasive messages that are understandable and attractive.

Content

Block 1: Context

1. Creative direction and the creative idea
2. Art direction and the formal idea
3. Structuring the visual message
4. Work plan proposal

Block 2: Design Foundations

1. Design theory
2. Concept of design
3. Aesthetic movements

Block 3: Production

1. Editing
2. Production process
3. Layout rules
4. Correction rules
5. Supports
6. Printing
7. Web forms

Block 4: Typography

1. Formal expression
2. Typography variables
3. Use and representation
4. Macro and microtypography

Block 5: Color

1. Color spaces
2. Expression
3. Use and reproduction

Block 6: Graphics

1. Variables
2. Typology
3. Expression
4. Use and representation

Block 7: Graphic Architecture

1. Formal strategy
2. Text and image: visualization
3. Visual rhetoric
4. The perceived form

Block 8: Graphic Aesthetics

1. Organic and inorganic
2. Graphic communication

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory	15	0.6	KM33
Works	37.5	1.5	CM30, CM31, CM32, KM33, SM30
Type: Supervised			
Tutorials	7.5	0.3	CM30, CM31, CM32, KM33
Type: Autonomous			
Works	82.5	3.3	CM31, CM32, SM30

Theoretical sessions will be combined with practical exercises.

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
1. Advertising design: Visual (illustrations).	15	0.5	0.02	CM30, CM31, SM30
2. Advertising design: text (typographic)	15	0.5	0.02	CM30, CM31, SM30
3. Visual Image Book	20	1	0.04	CM30, CM31, CM32, KM33, SM30
4. Applications of Visual Image Book	25	1.5	0.06	CM30, CM31, CM32, SM30
5. Theoretical Exam	20	3	0.12	KM33

6. Portfolio	5	1	0.04	CM30, CM31, CM32, SM30

Continuous evaluation consists of developing the following activities:

1. Exam, 20% of the final grade

2. Theoretical and practical activities

1. 2.1 Activity Portfolio 5% of the final grade

2. 2.2 MIV applications 25% on the final grade

3. 2.3 Visual Image Manual (MIV) 20% on the final grade

4. 2.4 Advertising Graphic Piece: Textual (typography) 15% of the final grade

5. 2.5 Advertising Graphic Piece: Visual (graphics) 15% on the final grade.

In order to pass the subject, it will be necessary to obtain a minimum grade of 5 in each of the activities.

Retaking the activities.

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 of the subject.

All the activities of the subject are recoverable.

Second enrolment

In the case of a second enrolment, students will be able to take a single synthesis test that will consist of submitting the activities/rubrics that had not been passed during the previous year.

The grade of the subject will correspond to the grade of the final exam.

Students not evaluated

Students will not be considered to be evaluated when the teacher detects signs of copying or plagiarism in the activities.

Plagiarism

Students who make any irregularity (copying, plagiarism, identity theft,...) that may lead to a significant variation in the grade of an evaluation act will be graded with 0 in that evaluation act. In the event that there are several irregularities, the final grade of the subject will be 0.

Subject programming

The detailed calendar with the content of the different sessions will be presented on the day of presentation of the subject. It will also be posted on the Virtual Campus where students will be able to find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change of teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching methodologies.

This subject does not include single assessment.

Bibliography

Blanchard, Gérard (1990). *La letra*. CEAC, Barcelona
Buzzard, Nick. (1991) *Cómo combinar y elegir colores para el diseño gráfico.* Gustavo Gili. Barcelona.
Colyer, Martin. (1999) *Cómo encargar ilustraciones*. Gustavo Gili.BCN.
Landa, Robin (2004) *El diseño en la publicidad*. Anaya Multimedia. Madrid

Lewandowsky, Pina /Zeischegg, Francis (2005) *Guía práctica de diseño digital*. Parramón. BCN

March, Marion. (1988) *Tipografía creativa*. Gustavo Gili. Barcelona.

Marshall, Hugh. (1990) *Diseño fotográfico*. Gustavo Gili. Barcelona 90.

Mazzeo, Cecilia. *Diseño y sistema : bajo la punta del iceberg*. BUENOS AIRES, Ediciones Infinito, 2017 https://ebookcentral-proquest-com.are.uab.cat/lib/uab/reader.action?docID=4870584

Pape, Ian. (1992) *Cómo combinar y elegir tipografía para el diseño gráfico*. Gustavo Gili. Barcelona.

Perfect, Christopher (1994). *Guia completa de la tipografía*. Blume. Barcelona

Puente Balsells, Ma Luz ; Francisco Viñals Carrera. *Grafología digital, tipográfica y del diseño visual*. Barcelona : Editorial UOC, abril 2019 https://cataleg.uab.cat/iii/encore/record/C__Rb2083370?lang=cat

Tena, Daniel (2005) *Diseño Gráfico y Comunicación*. Pearson Prentice Hall. Madrid.

-, (2011) *Diseñar para comunicar*. Editorial Bosch. Barcelona.

-, (2017)*Diseño Gráfico Publicitario*. Editorial Síntesis. Madrid.

West, Suzanne (1991). *Cuestión de Estilo.* ACK Publish, Madrid.

Software

The course will use the programs Affinity Publisher, Affinity Photo and, as a reading tool, Acrobat Reader.
The teachers will spend five and two hours, respectively, in the training o
At the same time, the teaching staff will provide online resources so that

Language list

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