

Art Direction

Code: 103145
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

Contact

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Teaching groups languages

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

Prerequisites

It's required to pass the Design in Advertising and PR course in the second year.

Otherwise (Erasmus, Socrates, visitor etc), basic design knowledge is required, as well as design software knowledge (Affinity Publisher, Affinity Photo, Indesign, Illustrator, Photoshop). This subject is linked to the knowledge acquired in "Design in Advertising and Public Relations" specifically and, more generally, to the various subjects of the Creativity mention.

Art Direction is also linked to "Creativity in Advertising and Public Relations". Having adequately passed the previous courses ensures proficiency in Art Direction.

Objectives and Contextualisation

Overall objective:

To 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):

- Demonstrate the skills and knowledge necessary to graphically develop advertising ideas with maximum efficiency and effectiveness.
- 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.
- Demonstrate knowledge and analyse trends and trends in graphic design and advertising communication, which mark the main lines of current advertising.
- Demonstrate solvency in the structuring of advertising messages, from a formal perspective, experimenting with the construction of visual and audiovisual graphic pieces.

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. KM18 (Knowledge) List the optimal expressive resources of written, graphic, and audiovisual languages to construct original and attractive messages.
3. KM19 (Knowledge) Recognise the limits and opportunities of technology in the distinct stages of the creative process.
4. SM15 (Skill) Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.

Content

Part 1

Foundations of Art Direction

Professional profile of the Art Director
Academic context of the Art Direction
Competencies of the AD

Part 2

Theorization of the AD

Briefing

Conceptualization

Visual

communication

Visual Apple and Visual Attract

Visual Code

Visual Rhetoric

Symbolic Representation

Part 3

Methodology of the AD

Trends and Styles

Creativity, Communication and Aesthetics

Design Thinking, Process and Management

Representation and Production Media

Evaluation and Validation

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	KM18, KM19
Theory	15	0.6	CM15, KM18, SM15
Works	22.5	0.9	CM15, SM15

Type: Supervised			
Tutorials	7.5	0.3	CM15, KM18, KM19, SM15
Type: Autonomous			
Works	82.5	3.3	CM15, SM15

The course has three basic parts: Theory, Seminars and Practices.

Theory: Based on the theoretical explanations in class, the study of the proposed bibliography and the personal study on the object.

Seminars: Based on the work of the student - in group - and the professor's guidance to solve creativity and visual problems.

Practices: Based on the realization of specific exercises or activities that allow working the skills of the subject.

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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Briefing 1 - Concept	15	1	0.04	CM15, SM15
Briefing 2 - Tone	15	1	0.04	CM15, SM15
Briefing 3 - Insight	15	1	0.04	CM15, KM18, SM15
Briefing 4 - Positioning	15	1	0.04	CM15, KM19, SM15
Briefing 5 - CTA	15	1	0.04	CM15, KM18, KM19, SM15
Briefing 6 - Art	15	1.5	0.06	CM15, KM18, KM19, SM15
Written Test	10	1	0.04	KM18, KM19

This course follows continuous assessment and does not provide for a single evaluation.

The course consists of different evaluation activities:

A. Written test/essay on art direction (10%)

B. Different pieces (6) where it will be necessary to demonstrate the knowledge, skills and attitudes in carrying out specific activities (90% of the course grade). They are indicated in the Activitast table.

Recovery process Students will have the right to recover the course if they have been evaluated on the set of activities the weight of which is equivalent to a minimum of 2/3 parts of the total course grade. All evaluation activities are recoverable.

Non-evaluated students

It is considered that the student cannot be evaluated when some of these circumstances occur:

- When a minimum of 2/3 parts of the total evaluable activities have not been carried out.
- When the delivery of the works is not done according to the course schedule and the indications of the teaching staff.
- When the teaching staff detects signs of copying or plagiarism in the activities.

Second enrollment In case of second enrollment, the student will be able to carry out a single synthesis test which will consist of delivering the activities / rubrics that have not been passed during the previous course. The course grade will correspond to the synthesis test grade.

Plagiarism

The student who carries out any irregularity (copying, plagiarism, identity impersonation, ...) that may lead to a significant variation in the grade of an evaluation act, will be graded with 0 this evaluation act. In case several irregularities occur, the final grade of the course will be 0.

Course programming

The detailed calendar with the content of the different sessions will be displayed on the day of the course presentation. It will also be posted on the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any necessary information for the proper follow-up of the course.

Bibliography

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- Berzbach, Frank (2013) Psicología para creativos. Gustavo Gili. Barcelona
- Bhaskaran, Lakshmi (2007). El diseño en el tiempo. Blume. Barcelona
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- Cesar Newton. (2002) Direçao de arte. Editorial Futura. Brasil
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- Contreras Fernando R. /San Nicolás Romera, César (2001) Diseño gráfico, creatividad y comunicación. Ediciones Blur.
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- Rom, Josep (2006) Del disseny gràfic a lapublicitat. Trípodos. Barcelona.
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- Satué, Enric (1992) El diseño gráfico. Alianza Editorial. Madrid
- Tena, Daniel (2017) Diseño gráfico publicitario. Editorial Síntesis. Madrid.
- White, Alex W. (2009) The elements of graphic design. Allwort press. New York.

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

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	English	second semester	afternoon
(TE) Theory	5	English	second semester	afternoon