

Graphic Creativity

Code: 103147
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

ERASMUS AND MOBILITY

ERASMUS AND MOBILITY STUDENTS INTERESTED IN THIS SUBJECT, BY THE SPECIAL METHODOLOGY AND THE LIMITATION OF LABORATORY SPACES, WHICH CAN LIMIT THE COUPLE OF REGISTRATION WITH WAITING LIST, IT IS ESSENTIAL TO CONCERT AN INTERVIEW AT THE BEGINNING OF SEPTEMBER, OR IN ANY CASE ALWAYS BEFORE THE BEGINNING OF CLASSES, WITH PROFESSOR Leonor Balbuena to email: Leonor.Balbuena@uab.cat

WILL NOT BE TAKEN AFTER

Objectives and Contextualisation

GRAPHIC CREATIVITY is the ability to find creative solutions to problems posed by communication through graphic products.

The Graphic Creativity subject addresses the process of making graphic and visual advertising pieces from conceptualization to final art.

Branding will be the conceptual axis of the subject. Starting from the communication need of a brand, the activities of the course are proposed. A transversal knowledge between visual culture, creativity, communication and graphic design is proposed.

Objectives:

- Carry out real branding and graphic branding projects
- Research and identify elements of brand analysis and communication issues relevant to a client
- Experience techniques and methods of design and graphic communication
- Implement conceptual, communicative, and expressive aspects in a real project
- Defend a project professionally and with a graphic basis

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

BLOCK 01. Design and visual culture
 Visual culture and communication
 Analysis and trends
 influencers. Referents of design and graphic communication

BLOCK 02. Branding and Graphic Brand
 Brand Creativity
 branding methodology
 Conceptualization and storytelling
 Exploration and proposals
 digital ecosystem

BLOCK 03. Personal branding.
 Find your story. Who are you?
 methodologies

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
THEORETICAL AND PRACTICAL SESSIONS	52.5	2.1	CM15, KM18, KM19, SM15, CM15
Type: Supervised			
TUTORING	7.5	0.3	CM15, SM15, CM15
Type: Autonomous			
INDIVIDUAL STUDY	82.5	3.3	CM15, SM15, CM15

An active methodology based on projects will be applied, with an emphasis on learning by doing.

The proposal is to carry out different advertising projects at a corporate level, and from branding.

The working group will form an agency or study and will carry out the stipulated challenges in relation to the worked blocks.

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, each team is in charge of developing a final activity or challenge (PROJECT: AGENCY PORTFOLIO (web)), 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 tutoring will be permanent, work will be based on continuous feedback and meetings to corroborate the progress of the students. The tutoring days will also be the days of pre-delivery and follow-up.

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
Practical sessions	15%	1.5	0.06	CM15, SM15
Project Activities	75%	5.5	0.22	CM15, KM18, KM19, SM15
Tutoring	10 %	0.5	0.02	CM15, KM18, KM19, SM15

This subject follows the continuous evaluation and does not foresee a single evaluation.

The evaluation activities are:

- Practical Sessions: 15%
 - Activity 1. Trend Catalog, 10% of the final grade
 - Activity 2. Graphic Creation, 5% of the final grade
- Project Activities: 75%
 - Activity 3. Redesign, 15% of the final grade
 - Activity 4. Graphic Brand. 360°, 30% of the final grade
 - Activity 5. Personal Branding, 20% of the final grade
 - Activity 6. Digital Portfolio Report, 10% of the final grade
- 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 5.

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.

Bibliography

Fundamental

Argüello, Jorge. Identidad e imagen corporativa [Jorge Argüello]. Santa Fe, Argentina: [El Cid Editor], 2011. Print.

Chaves, Norberto. Marca gráfica corporativa, institucional y de lugar / Norberto Chaves. Madrid: Experimenta, 2021. Print.

Costa, Joan (Costa Solà-Sagalés). La Imagen de marca: un fenómeno social / Joan Costa. Barcelona [etc: Paidós, 2004. Print.

Kopp, Rudinei. "Changeable graphic design to hypermodern brands/Design grafico cambiante para marcas hipermodernas." *Comunicação, Mídia e Consumo* 12.34 (2015): 124-. Print.

Wheeler, Alina. Diseño de marcas / Alina Wheeler. Quinta edición. Madrid: Ediciones Anaya Multimedia, 2018. Print.

Recommendable

Barker, Melissa S. et al. Social Media Marketing: a Strategic Approach / Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Mary Lou Roberts, Debra Zahay. Second edition. Australia;: Cengage Learning, 2017. Print.

Gardetti, Miguel Ángel., and María Laura. Caruso. Lujo Sostenible: Creación, Desarrollo y Valores de una Marca. Ciudad Autónoma de Buenos Aires: LID Editorial, 2020. Print.

Landa, Robin., and Miguel A. Mourelle Saugar. Diseño gráfico y publicidad: fundamentos y soluciones / Robin Landa; [traductor Miguel Ángel Mourelle Saugar]. Madrid: Anaya Multimedia, 2011. Print.

Jijena Sánchez, Rosario. Imagen profesional y corporativa como mejorarla, sostenerla o revertirla / Rosario Jijena Sánchez. Buenos Aires, Argentina: Nobuko, 2011. Print.

To be or not to be: el papel del diseño en la construcción de identidades. Barcelona: Fundación Historia del Diseño, 2020. Print.

Software

The software needed to develop the subject is: Affinity Photo, Publisher, Designer, or Adobe Photoshop, Illustrat

Language list

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