

## Creative Portfolio

Code: 103149  
ECTS Credits: 6

**2024/2025**

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

### Contact

Name: Jose Felix Colomer Miralbell  
Email: pep.colomer@uab.cat

### Teaching groups languages

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

### Prerequisites

Recommended:

1. Good knowledge of the software that follows: Indesign, Photoshop & Illustrator.
2. Be focused on creativity.
3. Be able to have a good planification if you're doing practices or other studies
4. Lots of motivation.
5. Be professionally oriented to creativity and communication.

### Objectives and Contextualisation

To be able to create your own portfolio with 6/8 good and original creativities.

To learn to build, defend and sell your own ideas with coherence and criteria.

To know the creative industry. Be able to see where the talent is.

To be confident and reinforce your self.

Be capable to evaluate your own creativity and other's.

### 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. CM16 (Competence) Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.

3. SM14 (Skill) Apply techniques that enhance the originality and flexibility of thought to generate creative ideas that respond to communication problems.
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

The portfolio as contract strategy

The professional interview.

The market.

Agencies profiles.

Creative Profiles

Resources for creatives.

Make your own portfolio.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	CM15, CM16, SM14, SM15
Type: Supervised			
Reviews	7.5	0.3	CM15, CM16, SM14, SM15
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	CM15, CM16, SM14, SM15

Everything is based in personal projects. The student work on his/her own project and the teacher helps to find the best.

A mixture of research and practices.

Every week the teacher exposes a new briefing and the student have all the course to work on it.

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. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

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
Create advertising campaigns	60%	4	0.16	CM15, CM16, SM14, SM15
Realising of a portfolio	40%	3.5	0.14	CM15, CM16, SM14, SM15

The subject follows the continuous evaluation and does foresee a single evaluation.

#### CONTINUOUS EVALUATION

1- Development of a minimum of 6 individual pieces for the book (60% of the note).

2- Development of the book itself (40% of the note)

2.1. Teacher evaluation.

2.2. Peer assessment.

2.3. Selection made by each student of the best piece in the group.

3- Other.

No examination or test is planned.

It is compulsory to attend 100% of the sessions.

The month of June must be reserved for the review and improvement of the pieces.

#### SINGLE EVALUATION

1- Development of a minimum of 6 individual pieces for the book (30% of the note).

2- Development of the book itself (30% of the note)

3- Investigation of other portfolios with proved quality. Analysis. (30% of the note)

4- Mandatory in person test where points 1,2,3 must be presented and it will be a job interview simulation. (10% of the note)

#### GENERALITIES FOR BOTH EVALUATIONS

The subject's approach is provisional in order to make it easier to enrol students. It could have some minor change before the start of the course.

The proposed teaching methodology and evaluation may undergo some modification based on the restrictions on personhood imposed by health authorities.

Students will have the right to recover from the subject if they have been evaluated from the set of activities whose weight is equivalent to a minimum of 2/3 of the total assignment grade. All activities are recoverable.

The student who performs any irregularity (copy, plagiarism, identity supplanting, ...) will be graded with 0 this evaluation act. In the event of several irregularities, the final qualification of the subject will be 0.

## Bibliography

Bogusky, Alex & Winsor, John (2010). *Baked In: Creating Products and Businesses That Market Themselves*. Chicago: Agate publishing.

Castillo, Fidel del (2014). *Necesitas un book: 78 consejos para elaborar un book creativo y encontrar trabajo en publicidad*. Barcelona: Editorial UOC.

González-Andrío, Gabriel (2005). *30 segundos de gloria: 15 grandes directores creativos nos cuentan cómo llegaron*. Madrid: Dossat.

Gordon, Torr (2008). *Managing Creative People: Lessons in Leadership for the Ideas Economy*. Hoboken (USA, NJ): John Wiley & Sons Ltd.

Knight, Christina (2013). *Mad woman: a herstory of advertising*. Linköping (Suècia): Olika. Nota: no confondre amb: Mass, Jane (2012). *Mad Women, la otra cara de la vida de Madison Avenue*. Barcelona?: Lumen.

Solana, Daniel (2010). *Postpublicidad*. Bilbao: Am libros.

Taylor, Fig (2010). *Cómo crear un portfolio y adentrarse e el mundo*. México: Gustavo Gili.

## Software

We don't need any specific software.

## Language list

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