UAB
Universitat Autònoma de Barcelona

Design in Advertising and Public Relations

Code: 103144
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OB	2

Contact

Name: Carlos David Badajoz Dávila

Email: david.badajoz@uab.cat

Teachers

Maria Leonor Balbuena Palacios

Jordi Olive Calvo

Teaching groups languages

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

Prerequisites

No pre requisites have been set.

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

MODULE 1: Introduction to Graphic Design and its Communicative Function
Definition, differences from art and visual communication. Role in advertising. Brief history. Visual thinking. Basic principles (contrast, repetition, alignment, proximity).

MODULE 2: The Graphic Design Process in Advertising
Stages of the process: briefing, research, conceptualisation, formal development, delivery.

MODULE 3: Typography in Advertising Design
Typographic classification. Hierarchy. Legibility. Expressiveness. Psychology of typography. Use cases.

MODULE 4: Colour as a Constructive Element of the Visual Message
Colour theory. Harmonies, contrast, temperature. Colour psychology. Strategic colour selection. Typography-colour combinations.

MODULE 5: Composition and Visual Perception
Compositional principles. Grid. Balance. Eye direction. Negative space. Gestalt laws. Visual literacy.

MODULE 6: Visual Identity and Brand Systems
Identity elements. Visual coherence. Applied branding. Brand aesthetics. Current trends. Adaptation to media and platforms.

MODULE 7: Applied Practice
Technical and formal application of the contents

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory	15	0.6	
Works	37.5	1.5	
Type: Supervised			
Tutorials	7.5	0.3	
Type: Autonomous			

Works	82.5	3.3

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

NOTE:

The use of Artificial Intelligence (AI) technologies is not permitted in any phase of this course. Any assignment containing AI-generated content will be considered a breach of academic integrity and may result in partial or full loss of marks for the activity, or more serious sanctions in severe cases. Exceptions may apply only when explicitly stated for specific activities.

Continuous evaluation consists of the devolpment of the following activities:

1. Exam, 20% of the final grade

2. Theoretical and practical activities: 80%

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 whichis 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.

Criteria for not being evaluated:

Students who have not completed at least 33% of the assessment activities as planned in this course will be considered as "not evaluable," and this will be reflected in the final grade.

Plagiarism

Students who make any irregularity (copying, plagiarism, identity theft,...) that may lead to a significant variation in the grade of an evaluation act willbe graded with 0 in that evaluation act. In the event that thereare 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 evaluation.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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://bibcercador.uab.cat/permalink/34CSUC_UAB/1eqfv2p/alma991010498036406709

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://bibcercador.uab.cat/permalink/34CSUC_UAB/1c3utr0/cdi_elibro_books_ELB117708

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 dedicate five and two hours, respectively, in training for
The teaching staff will provide online resources so that the students can

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

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