

## Graphic Creativity

Code: 103147  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Advertising and Public Relations	OP	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 and visual campaigns  
 branding methodology  
 Conceptualization and storytelling  
 Exploration and proposals  
 digital ecosystem

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

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

## Activities and Methodology

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

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for eUffective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching 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
Practical sessions	15%	1.5	0.06	CM15, KM18, KM19, SM15
Project Activities	75%	5.5	0.22	CM15, KM18, KM19, SM15
Tutoring	10 %	0.5	0.02	CM15, 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

The course is passed with a final grade of 5 or higher, based on the weighted average of all assessment activities. It is not necessary to achieve a grade of 5 in each individual activity. Tutorials are not retakeable due to their individual and in-person nature; in case of justified absence, an equivalent alternative activity may be offered.

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*Plagiarism. If a student commits any irregularity that could lead to a significant alteration of the grade of an assessment activity, that assessment will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in the assessment activities of the same course, the final grade for that course will be 0.*

*Recovery. Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade. Plagiarism*

*Not gradable. A student will be considered "not gradable" when they have not provided sufficient evidence for the teaching team to assess their performance. Specifically, students who have not completed at least 30% of the scheduled assessment activities will receive the "not gradable" status. This grade indicates that it has not been possible to sufficiently evaluate the student's learning in the course.*

**Use of Artificial Intelligence.** *In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.*

## 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 Angel., 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, Illustrator

## 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/Spanish	first semester	afternoon
(TE) Theory	5	Catalan/Spanish	first semester	afternoon