UAB
Universitat Autònoma de Barcelona

Creative Portfolio

2026/2027

Code: 103149
Credits: 6

Degree programme	Type	Course
Advertising and Public Relations	OP	4

Contact lecturer

Name : Luis Fernando Morales Morante

Email : fernando.morales@uab.cat

Group languages

You can consult this information at the end of the 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

To be able to create your own portfolio wit 6/8 good and original crativities.

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

- CM15 (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.) 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.
- CM16 (Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.) Incorporate communication innovation and new social trends to update creative advertising and public relations strategies.
- SM14 (Apply techniques that enhance the originality and flexibility of thought to generate creative ideas that respond to communication problems.) Apply techniques that enhance the originality and flexibility of

thought to generate creative ideas that respond to communication problems.
- SM15 (Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.) Produce advertising and public relations messages that respond to the needs of clients and consumers using both conventional and emerging technologies.

Contents

The portfolio as contract strategy

The professional interview.

The market.

Agencies profiles.

Creative Profiles

Resources for creatives.

Make your own portfolio.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Theoretical and practical classes and seminars	52.5	2.1	CM15, CM16, SM14, SM15
Reviews	7.5	0.3	CM15, CM16, SM14, SM15
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.

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 the various teaching materials deemed appropriate by the instructors and necessary information for effective 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.

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

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	Weight	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

This subject follows continuous assessment and also provides for a single assessment option

Continuous assessment To pass the subject, students must obtain a weighted average of all assessment items of no less than 5 points. Otherwise, students must take the resit/recovery for the subject.

Single assessment. On a single date, students choosing this option must submit their creative book and a number of practical activities no lower than those completed in the continuous assessment. The details and content of each activity will be provided to the students who request this assessment modality. The request for single assessment implies the waiver of continuous assessment.

Recovery of both assessment modalities Students will have the right to a resit/recovery if they have been assessed for a set of activities whose weight is equivalent to a minimum of 2/3 of the total grade for the subject. All assessment activities, except for the personal book, are recoverable.

Non-assessable (Not graded) Students who have not completed at least 33% of the assessment activities planned for the subject will be considered 'non-assessable' and this will be recorded in the final grade.

Second enrollment From the second enrollment onwards, the assessment of the subject may consist of a synthesis test that allows for the evaluation of the learning outcomes foreseen in the subject's teaching guide. In this case, the subject grade will correspond to the grade of the synthesis test. Details of the test will be communicated in due course to the students who decide to opt for this assessment modality.

Use of artificial intelligence For this subject, the use of artificial intelligence (AI) technologies is permitted exclusively according to the guidelines indicated by the teaching staff. Students must clearly identify which parts have been generated with this technology, specify the tools used, and include a critical reflection on how they have influenced the process and the final result of the activity. Lack of transparency in the use of AI in this assessable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the activity grade, or more serious sanctions in cases of greater severity.

Plagiarism and irregularities in assessment activities

The commission of any irregularity in an assessment act (academic fraud, plagiarism, or improper use of AI, unless this use is expressly authorized in the teaching guide), which could lead to a significant variation in the grade, implies that this act will be graded with a 0. In the event that the teaching guide provides that, to pass the subject, it is an essential requirement to have obtained a minimum grade in that assessment act, or if various irregularities occur in the assessment acts of the same subject, the final grade for this subject will be 0. Apart from this, a disciplinary process may be initiated against the student who incurs in any of these irregularities.

Any student suspected of submitting tasks that have been generated by AI, prepared by other people, or copied; including content generated by AI without referencing, or that are not within the permitted assumptions, may be asked for the previous work or other materials that can demonstrate that it is original work and the result of their own authorship. They may also be asked to explain or justify their work separately. The teaching staff may also use AI use identification systems or carry out any verification tasks they deem appropriate. If, after the review, it is detected that irregularities have been committed, the work may be graded with a zero and the student may be subject to further disciplinary measures.

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.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this link. To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Spanish	first semester	afternoon

(PLAB) Practical laboratories	51	Spanish	first semester	afternoon