Course guides
804332 - PUB-A - Advertising

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR’S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Compulsory subject).

Academic year: 2021  ECTS Credits: 6.0  Languages: Catalan, Spanish, English

LECTURER
Coordinating lecturer: Balbuena Palacios, Maria Leonor
Others: González Otero, María

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 4. Have a command of the basics of lighting, photography and digital treatment to design and carry out artistic, audiovisual and animation products.
CEAAD 11. Identify the professional sector and business models of the audiovisual industry, as well as the financing channels and distribution and marketing strategies.

Transversal:
01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.
07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.
03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

TEACHING METHODOLOGY

The two-hour class sessions are divided, in general, into four groups of activity:
1. Resolution of doubts regarding the exercises proposed in the previous session.
2. Explanation and defense of the exercises solved.
3. Acquisition of new knowledge.
4. Explanation of the next exercise and complementary materials.
These activity ranges are modulated according to the complexity of the exercises and the corresponding contents.

LEARNING OBJECTIVES OF THE SUBJECT

- Understand the whole process of creating an image for advertising applications.
- Know how to adapt the characteristics of the images to the different formats and display media used in advertising.
- Understand the concepts related to aesthetics, description and narrative of images and apply them properly.
STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>18,0</td>
<td>12.00</td>
</tr>
<tr>
<td>Guided activities</td>
<td>16,0</td>
<td>10.67</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>26,0</td>
<td>17.33</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

(ENG) Topic 1. Fundamentals of Advertising

Description:
1.1 Marketing vs Advertising
1.2. Advertising as a communication process.
1.3. Objectives of Advertising.
1.4. Typology of Advertising
1.5. Influence of Advertising on the Behavior of Consumer.

Success Story: Coca-Cola

Full-or-part-time: 20h
Theory classes: 8h
Practical classes: 12h

Topic 2. Precedents and situation of the advertising image

Description:
2.1. Situation of the photographic image in advertising
2.2. Current situation of the advertising audiovisual
2.3. Study of the charges of a shooting team
2.4. Camera and light for moving image.
2.5. The still life in advertising

Full-or-part-time: 20h
Practical classes: 8h
Self study : 12h

Tema 3. The product

Description:
3.1 Identity, brand
3.2. Artifacts Advertising / Graphics

Full-or-part-time: 20h
Practical classes: 8h
Self study : 12h
### Topic 4. Public & Advertising Message

**Description:**
- 4.1 The public
- 4.2 The Advertising Message
- 4.3 Message elements
- 4.4 Layout: Structure and realization of the Advertising Message
- 6.6. Packaging

**Full-or-part-time:** 20h  
Practical classes: 8h  
Self study: 12h

### Topic 5. Audiovisual production

**Description:**
- 5.1 Preproduction for photography and video
- 5.2 Art Direction and Costumes
- 5.3. The figure of the director
- 5.4. Direction of photography
- 5.5 Structure and analysis of the moving image

**Full-or-part-time:** 20h  
Practical classes: 8h  
Self study: 12h

### Topic 6. Development of the Advertising Campaign

**Description:**
- 6.1. The briefing
- 6.2. The strategy
- 6.3. The investigation

**Full-or-part-time:** 10h  
Practical classes: 4h  
Self study: 6h

### Topic 7. Client, agency and producer

**Description:**
- 7.1. Operation of an advertising commission until delivery
- 7.2 Audiovisual production company
- 7.3 Postproduction of images.

**Full-or-part-time:** 10h  
Theory classes: 6h  
Practical classes: 4h
Topic 8. The creative.

Description:
8.1. The world of ideas
8.2. Creative techniques

Full-or-part-time: 10h
Theory classes: 4h
Self study: 6h

Topic 9. Non-conventional advertising forms and new trends in advertising

Description:
9.1. Concept, origin and trends.
9.2. New trends in BTL advertising
9.3. Non-conventional formats.

Full-or-part-time: 10h
Theory classes: 4h
Self study: 6h

ACTIVITIES

Practice 01 - Advertising image

Description:
Creation of an advertising image, specifically a still life. Composition of the image in product: food product pack.

Full-or-part-time: 4h
Self study: 4h

Practice 02 - Online Strategy

Description:
Generate an action for digital media, such as Instagram or Facebook. Produce at least two advertising images adapted to the strategy.

Full-or-part-time: 6h
Self study: 6h

Practice 03 - Creative ideas - Branded content

Description:
Produce two creative pieces. One in video support (10") and another in graphic support. Concept: artifacts of university life.

Full-or-part-time: 24h
Self study: 24h
**Final Practical Work: 360º Ads**

**Description:**
Creation of an advertising strategy and the generation of relevant content covering different media. For example, spot of 20 "adapted to television.

**Full-or-part-time:** 21h  
Guided activities: 4h  
Self study: 17h

---

**Theoretical Final Work: History of Advertising (individual)**

**Description:**
Realizar un cartel visual sobre la historia de la publicidad. Se asignará a cada grupo un época, pero el trabajo es de carácter individual.

**Full-or-part-time:** 24h  
Self study: 24h

---

**GRADING SYSTEM**

The final grade of the subject will be obtained from:
- 15% of the mark Theoretical - Practical Exam (Practice 2) Partial
- 30% of the final Projecte Practical note
- 10% of the grade. Theoretical final project
- 30% of the note Practices carried out outside the classroom.
- 5% of the grade Exercises performed in the classroom.
- 10% of the grade Attitude and active participation in the classroom + capacity of teamwork

In case of suspending the subject through continuous assessment, you may choose to take the revaluation test. The mark obtained in this exam will substitute only the marks of the partial exam and the theoretical final project.
EXAMINATION RULES.

About the Practices
1. The practical exercises are carried out outside the scheduled class schedule following the instructions and the indications that for this purpose have been given in the part of the corresponding class.
2. The delivery is made in the Virtual Campus. Only evaluable practices are considered, those practices delivered before 24h of the indicated date.
3. Any incident that prevents the realization or delivery of the practices must be communicated to the corresponding teacher or the Head of studies.
4. The documents must follow the following format: Group number_Name of the Group_Nro of the practice (G1_Productions UPC_01).
5. Although most of the works are group, an attempt will be made to individually evaluate the members according to the position they perform in the practices.

About the exercises in the classroom:
1. At least three of the exercises proposed to work in the classroom must be carried out and the teacher's approval is reached.

About the partial exam
1. It is done in the laboratory with computers by electronic document. The questions raised refer to the theoretical content and proposed readings.
2. The reviews and / or claims regarding the exams will be made exclusively on the dates and times established in the Academic Calendar.

BIBLIOGRAPHY

Basic:

Complementary: