

## 804332 - PUB-A - Advertising

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)		
ECTS credits:	6	Teaching languages:	Catalan, Spanish, English

### Teaching staff

Coordinator:	Balbuena Palacios, Maria Leonor
Others:	González Otero, María

### Degree competences to which the subject contributes

#### Specific:

- CEAAD 2. (ENG) Representar de forma esquemàtica i visual conceptes, idees i / o dades complexes a partir d'habilitats personals i referències externes, amb l'objectiu de transmetre atractiu, originalitat i creativitat.
- CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.
- CEAAD 4. (ENG) Dominar les bases de la il·luminació, la fotografia i el tractament digital per dissenyar i desenvolupar productes artístics, audiovisuals i d'animació.
- CEAAD 11. (ENG) Identificar el sector profesional y los modelos de negocio de la industria audiovisual, así como las vías de financiación y las estrategias de distribución y marketing.

#### 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.

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- 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

Total learning time: 150h	Hours large group:	18h	12.00%
	Hours medium group:	26h	17.33%
	Hours small group:	0h	0.00%
	Guided activities:	16h	10.67%
	Self study:	90h	60.00%

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### Content

<p>(ENG) Topic 1. Fundamentals of Advertising</p>	<p>Learning time: 20h Theory classes: 8h Practical classes: 12h</p>
<p>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</p>	
<p>Topic 2. Precedents and situation of the advertising image</p>	<p>Learning time: 20h Practical classes: 8h Self study : 12h</p>
<p>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</p>	
<p>Tema 3. The product</p>	<p>Learning time: 20h Practical classes: 8h Self study : 12h</p>
<p>Description: 3.1 Identity, brand 3.2. Artifacts Advertising / Graphics</p>	

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<p>Topic 4. Public &amp; Advertising Message</p>	<p>Learning time: 20h Practical classes: 8h Self study : 12h</p>
<p>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</p>	
<p>Topic 5. Audiovisual production</p>	<p>Learning time: 20h Practical classes: 8h Self study : 12h</p>
<p>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</p>	
<p>Topic 6. Development of the Advertising Campaign</p>	<p>Learning time: 10h Practical classes: 4h Self study : 6h</p>
<p>Description: 6.1. The briefing 6.2. The strategy 6.3. The investigation</p>	
<p>Topic 7. Client, agency and producer</p>	<p>Learning time: 10h Theory classes: 6h Practical classes: 4h</p>
<p>Description: 7.1. Operation of an advertising commission until delivery 7.2 Audiovisual production company 7.3 Postproduction of images.</p>	

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<p>Topic 8. The creative.</p>	<p>Learning time: 10h Theory classes: 4h Self study : 6h</p>
<p>Description: 8.1. The world of ideas 8.2. Creative techniques</p>	
<p>Topic 9. Non-conventional advertising forms and new trends in advertising</p>	<p>Learning time: 10h Theory classes: 4h Self study : 6h</p>
<p>Description: 9.1 Concept, origin and trends. 9.2 New trends in BTL advertising 9.3 Non-conventional formats.</p>	

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### Planning of activities

Practice 01 - Advertising image	Hours: 4h Self study: 4h
<p>Description: Creation of an advertising image, specifically a still life. Composition of the image in product: food product pack.</p>	
Practice 02 - Online Strategy	Hours: 6h Self study: 6h
<p>Description: Generate an action for digital media, such as Instagram or Facebook. Produce at least two advertising images adapted to the strategy.</p>	
Practice 03 - Creative ideas - Branded content	Hours: 24h Self study: 24h
<p>Description: Produce two creative pieces. One in video support (10 ") and another in graphic support. Concept: artifacts of university life.</p>	
Final Practical Work: 360° Ads	Hours: 21h Guided activities: 4h Self study: 17h
<p>Description: Creation of an advertising strategy and the generation of relevant content covering different media. For example, spot of 20 "adapted to television.</p>	
Theoretical Final Work: History of Advertising (individual)	Hours: 24h Self study: 24h
<p>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.</p>	

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### Qualification 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 reevaluation test.

The mark obtained in this exam will substitute only the marks of the partial exam and the theoretical final project.

### Regulations for carrying out activities

#### 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.

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### Bibliography

#### Basic:

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#### Complementary:

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Lavilla Raso, M. La actividad publicitaria en Internet. 3ª ed. Madrid: Ra-ma, 2002. ISBN 9788478975044.

León, José Luis. Los efectos de la publicidad. Barcelona: Ariel, 1996. ISBN 9788434412668.

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Martín Requero, M. I.; Alvarado López, M. C. Nuevas tendencias en la publicidad del siglo XXI [on line]. Sevilla: Comunicación Social, 2007 [Consultation: 09/04/2014]. Available on: <[http://eprints.ucm.es/7051/1/Segovia.\\_Nuevastendenciasenlapublicidad.pdf](http://eprints.ucm.es/7051/1/Segovia._Nuevastendenciasenlapublicidad.pdf)>. ISBN 9788496082519.

Moliné, Marçal. La fuerza de la publicidad: saber hacer buena publicidad, saber administrar su fuerza [on line]. [Madrid]: Cinco Días, 1999 [Consultation: 09/04/2014]. Available on: <[http://www.moline-consulting.com/la\\_fuerza\\_de\\_la\\_publicidad/flash.html#/1/](http://www.moline-consulting.com/la_fuerza_de_la_publicidad/flash.html#/1/)>. ISBN 8480364998.

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Others resources: