



## IDENTIFYING DATA

### Theories about Design, Image and Creativity

Subject	Theories about Design, Image and Creativity			
Code	P04M082V01101			
Study programme	(*)Máster Universitario en Dirección de Arte en Publicidade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	Gutiérrez González, Pedro Pablo Lens Diéguez, Álvaro Ramahí García, Diana			
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Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	Basic concepts used in graphic design, general image theory and advertising creativity as creative communication solutions for an advertiser's needs.			

## Competencies

Code	
A1	(*)Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, adoito nun contexto de investigación.
A3	(*)Que os estudantes sexan capaces de integrar coñecementos e se enfrontar á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
C1	(*)Dotar os estudantes da formación e instrumentos necesarios para o desempeño competente de actividades de carácter profesional vinculadas á creatividade publicitaria.
C4	(*)Desenvolver a capacidade para construír e planificar discursos propios da comunicación publicitaria para a elaboración de campañas comunicativas, adecuando as estratexias e as mensaxes aos obxectivos establecidos e aos diferentes públicos.
C5	(*)Fomentar a capacidade analítica, crítica e reflexiva en relación á creatividade publicitaria, cun coñecemento teórico, técnico e estético sobre o panorama actual e as novas tendencias da dirección de arte en publicidade.
C8	(*)Coñecemento das técnicas e procesos creativos publicitarios, tanto a nivel teórico como práctico.
C9	(*)Coñecemento e identificación de recursos, elementos, métodos e procedementos utilizados en todo proceso de creatividade publicitaria.
C11	(*)Coñecementos básicos para situar a actividade publicitaria nun contexto de competencia local, nacional e internacional, incidindo na importancia das técnicas creativas como un activo publicitario diferencial.
C13	(*)Capacidade para concibir, producir e deseñar mensaxes creativas eficaces no marco dunha estratexia publicitaria.
C18	(*)Capacidade para analizar campañas publicitarias desde un punto de vista crítico, atendendo aos parámetros básicos da análise creativa publicitario, considerando as mensaxes icónicas como textos e produtos das condicións sociopolíticas e culturais dunha época histórica determinada.
C21	(*)Coñecementos das diferentes teorías do deseño, a imaxe e a creatividade publicitaria.
C23	(*)Capacidade para percibir criticamente a sucesión de tendencias creativas que ofrece o universo publicitario que nos rodea, onde as historias e os relatos son froito dunha sociedade determinada, produto dunhas condicións sociopolíticas e culturais dunha época histórica concreta.
D3	(*)Capacidade para asumir riscos temáticos e ideas innovadoras na fase de creación e desenvolvemento de contidos publicitarios para distintos medios e soportes.

## Learning outcomes

Expected results from this subject	Training and Learning Results
To state the key points found in the main theories of design, image and creativity.	A1 A3 C8 C9 C18 C21 C23
To develop skills oriented to generate and pronounce discourses related to communication, valid in different international fields.	C4 C11 D3
To generate analytical, critical and reflexive resources in the students, which are supported by the different instruments and tools used in advertising creation.	C1 C5 C13 C18 C23

## Contents

Topic	
1. The communicative value of the image	1.1. The conceptualization of the image 1.2. The image along the history 1.3. Image and contemporaneity
2. Narration and visual grammar	2.1. The visual narrative system 2.2. The models of visual analysis 2.3. The grammatical model 2.4. The visual syntax
3. The foundations of design	3.1. Conceptual elements 3.2. Visual elements 3.3. Elements of relation 3.4. Practical elements

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	5	10	15
Case studies	10	25	35
Problem solving	4	12	16
Presentation	1	3	4
Systematic observation	5	0	5

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Lecturing	Exhibition by part of the professor/to of the contents on the matter object of study, theoretical bases and/or guidelines of a work or exercise.
Case studies	Analysis of examples and practical cases of the matter object of study to complement the contents tackled in the lecturing.
Problem solving	Activity in which problems and/or exercises related with the matter are formulated. The student should develop the suitable or correct solutions taking into account the exposed in class.
Presentation	Exhibition by part of the students in front of the educational and/or a group of students of a subject on contents of the matter or of the results of a work or exercise.

## Personalized assistance

Methodologies	Description
Lecturing	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Case studies	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Presentation	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Problem solving	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.

<b>Assessment</b>					
	Description	Qualification	Training and Learning Results		
Problem solving	Assessment of the activities proposed by the educational, based in the formulation of problems and/or exercises related with the matter to which the student/to has to give suitable solutions taking into account the exposed in class.	70	A1 A3	C1 C4 C5 C8 C9 C11 C13 C18 C21 C23	D3
Systematic observation	Assessment based in the presence and active participation of the students in the classroom.	30		C5 C9 C11 C18	

### Other comments on the Evaluation

The evaluation criteria are the same in all calls.

A minimum score of 50% in all evaluable parts will be required to pass the subject.

### Sources of information

#### Basic Bibliography

- Adam J.M./ Bonhomme, M., **La argumentación publicitaria.**, Cátedra, 2000  
 Ambrose, Gavin. Harris, Paul., **Fundamentos del Diseño Creativo.**, Parramon, 2004  
 Ambrose, Gavin. Harris, Paul., **Imagen.**, Parramon, 2005  
 Ambrose, Gavin. Harris, Paul., **Layout**, Parramon, 2005  
 Añaños, A./Estaún, S./ Tena, D./ Mas, M.T./ Vally, A., **Psicología y comunicación publicitaria.**, Servei de Publicacions UAB., 2008  
 Dabner, David., **Dabner, David.**, Blume., 2005  
 Donal A. Norman., **El diseño Emocional.**, Paidós, 2005  
 Knight, Carolyn. Glaser, Jessica., **Create impact with type, image & color.**, Rotovision., 2007  
 Landa, Robin., **El diseño en la publicidad.**, Anaya Multimedia, 2004  
 Pete Barry, **The advertising concep Book.**, Thames & Hudson London, 2008  
 Phillips, P. L., **Cómo crear el briefing perfecto.**, Divine egg., 2005  
 Pricken, Mario., **Publicidad Creativa**, Gustavo Gili., 2004  
 RollieRoberto /Brabda, María, **La enseñanza del diseño en comunicación visual**, FADU, 2007  
 Samara, Timothy., **Diseñar con y sin retícula.**, Gustavo Gili., 2002  
 Stoklossa, Uwe., **Trucos publicitarios, instrucciones sobre seducción visual.**, Gustavo Gili., 2005  
 Tena, Daniel., **Diseño Gráfico y Comunicación.**, Pearson-Prentice Hall., 2004  
 Tena, Daniel., **Diseñar para comunicar.**, Editorial Bosch, 2011  
 White, Alex W., **the elements of graphic design.**, Allwort press, 2009

#### Complementary Bibliography

- Acaso, María, **El Lenguaje visual.**, Paidós, 2006  
 Bhaskaran, Lakshmi, **El diseño en el tiempo.**, Blume., 2007  
 Ruiz Collantes (ed.), **Creatividad, comunicación y mercado.**, Temes de disseny. Elisava edicions., 2000

### Recommendations

#### Subjects that continue the syllabus

- Advertising Activity Management and Direction/P04M082V01102  
 Artistic Movements and Graphics/P04M082V01103

### Other comments

Matter of \*caráctar introductory

### Contingency plan

#### Description

=== PLANNED EXCEPTIONAL MEASURES ===

In view of the uncertain and unpredictable evolution of the health alert caused by the COVID-19, the University of Vigo has established an extraordinary planning that will be activated at the moment that the administrations and the institution itself determine it according to safety, health and responsibility criteria, and guaranteeing teaching in a non-presential or partially presential scenario. These measures, already planned, guarantee the development of teaching in a more agile and effective way when they are known beforehand (or well in advance) by students and teachers through the standardized and institutionalized tool of teaching guides.

=== ADAPTATION OF METHODOLOGIES ===

No changes in teaching methodologies are contemplated. If necessary, the established methodologies will be adapted to the learning modality to be adopted.

The non-presential mechanisms of attention to the students (tutorships) will be the virtual office of the remote campus in the indicated schedule and the electronic mail.

=== ADAPTATION OF THE EVALUATION ===

If necessary, the assessment systems in place will be adapted to the learning mode that needs to be adopted. The percentage of the grade corresponding to systematic observation will be replaced by an increase in the percentage of problem solving and exercises. The technical limitations of the students will be taken into account in order to apply the necessary modifications.

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