



IDENTIFYING DATA

Internships

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|---------------------|---|---------------------|-------------|-------------------|
| Subject | Internships | | | |
| Code | P04M082V11217 | | | |
| Study programme | Máster Universitario en Dirección de Arte en Publicidad | | | |
| Descriptors | ECTS Credits 6 | Choose Mandatory | Year 1st | Quadmester 2nd |
| Teaching language | #EnglishFriendly Spanish Galician | | | |
| Department | | | | |
| Coordinator | López de Aguileta Clemente, Carmen | | | |
| Lecturers | López de Aguileta Clemente, Carmen | | | |
| E-mail | caguileta@uvigo.es | | | |
| Web | http://masterdireccondearte.webs.uvigo.es | | | |
| General description | Mandatory internships in companies | | | |

Training and Learning Results

Code

A2 (*) Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

A3

A4 (*) Que los estudiantes sepan comunicar sus conclusiones, y los conocimientos y razones últimas que las sustentan, a públicos especializados y no especializados de un modo claro y sin ambigüedades.

B1 (*) Capacidad para generar nuevas ideas (creatividad).

B2 (*) Capacidad de tomar decisiones fundamentadas y resolver problemas en contextos profesionales en relación con el ámbito de la comunicación publicitaria y los procesos creativos.

B3

B4

B5 (*) Capacidad de gestionar la información (identificar, seleccionar, contextualizar, analizar y comunicar) e integrar conocimientos en relación con los entornos publicitarios y de diseño.

B6 (*) Capacidad para diseñar y gestionar proyectos complejos en el ámbito de la Publicidad y el Diseño.

C1 Dominio de los conocimientos e instrumentos necesarios para el desempeño competente, autónomo o colaborativo, de las actividades de carácter profesional vinculadas a la creatividad publicitaria

C3 Fomentar la capacidad analítica, crítica y reflexiva en relación la creatividad publicitaria, con un conocimiento teórico, técnico y estético sobre los orígenes, el panorama actual y las nuevas tendencias de la dirección de arte en publicidad.

C6 Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.

C8 Conocimientos básicos para situar la actividad publicitaria en un contexto de competencia local, nacional e internacional, incidiendo en la importancia de las técnicas creativas como un activo publicitario diferencial.

C9 Capacidad para crear y desarrollar ideas de proyectos en el ámbito publicitario que se adapten adecuadamente a los posibles cambios o a los nuevos entornos del mercado.

C14 Habilidad para la organización y temporalización de las tareas de cara a cumplir los plazos de entrega de los originales de acuerdo con una estrategia publicitaria determinada.

Expected results from this subject

Expected results from this subject

Training and Learning Results

| | |
|---|-----|
| The student will put into practice the knowledge acquired during the Master's degree, focusing on their practical application. Among the acquired knowledge, we can find: | A2 |
| | A3 |
| | A4 |
| Creating and developing project ideas in the advertising field. | B1 |
| Conceiving, producing, and designing effective creative messages within an advertising strategy. | B2 |
| Writing advertising texts fluently and adapting them to the creative needs of a message. | B3 |
| Adapting to the creative demands of clients who require an advertising service. | B4 |
| Adapting an advertising message to its different audiences. | B5 |
| Adapting an advertising original to the creative and production needs of each of the advertising media. | B6 |
| Coordinating teams and leading the creation of advertising campaigns from a creative point of view. | C1 |
| | C3 |
| | C6 |
| | C8 |
| | C9 |
| | C14 |

As a result of learning and skill acquisition, the student must:

- Master the work tools to autonomously work as an advertising creative (in its various forms) once the Postgraduate Course is completed and passed.
- Take on thematic risks and innovative ideas in the creation and development phase of advertising content for different media and platforms.
- Systematize critical self-evaluation of results: assessing the importance of correcting mistakes made in the creative process.
- Organize and schedule tasks to meet the delivery deadlines of originals according to a determined advertising strategy.

Contents

Topic

| | |
|---|--|
| Realization of practical how directors of art, creative advertising, designers etc., in departments of art of agencies, advertising producers, consultants, and any other | Participation in period of practices two students in distinct companies of different sector that require the profile of students of the master |
| knowledge of a director of art and image and of communication, providing or direct contact with the professional world and professional specialists. | Finalized these, the Coordinator/it of the subject will receive a report detailed attaches give activities realized pole student or the student. |

Planning

| | Class hours | Hours outside the classroom | Total hours |
|--|-------------|-----------------------------|-------------|
| Practicum, External practices and clinical practices | 0 | 150 | 150 |

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

Methodologies

| | Description |
|--|--|
| Practicum, External practices and clinical practices | Mandatory internships in companies in the sector and submission of a final report. The regulations for external academic internships are published on the master's website (http://masterdirecciondearte.webs.uvigo.es/gl/) |

Personalized assistance

| Methodologies | Description |
|--|---|
| Practicum, External practices and clinical practices | Guidance by the responsible person at the company where the external academic internships take place, as well as monitoring by the subject coordinator. |

Assessment

| | Description | Qualification | Training and Learning Results |
|--|--|---------------|-------------------------------|
| Practicum, External practices and clinical practices | (*)Execución do período de prácticas académicas na empresa e entrega dunha memoria das prácticas asinada polo titor ou titora da empresa | 100 | |

Other comments on the Evaluation

Sources of information

Basic Bibliography

Complementary Bibliography

Recommendations

Subjects that it is recommended to have taken before

- (*)Creación publicitaria para medios audiovisuais/P04M082V11119
 - (*)Creatividade e mensaxe publicitaria/P04M082V11115
 - (*)Dirección e xestión publicitaria/P04M082V11112
 - (*)Deseño gráfico/P04M082V11116
 - (*)Deseño para medios dixitais/P04M082V11117
 - (*)Deseño e producción para novas tendencias en comunicación/P04M082V11211
 - (*)Fotografía publicitaria/P04M082V11118
 - (*)Planificación estratéxica/P04M082V11114
 - (*)Tendencias do sector/P04M082V11113
 - (*)Teorías do deseño e a creatividade/P04M082V11111
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