



## IDENTIFYING DATA

### Internships

Subject	Internships			
Code	P04M082V11217			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	López de Aguilera Clemente, Carmen			
Lecturers	López de Aguilera Clemente, Carmen			
E-mail	caguileta@uvigo.es			
Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
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
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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 another company, preferably of the sector, that need two knowledges of a director of art and image and of communication, providing or direct contact with the professional world and professional specialists.	Participation in period of practices two students in distinct companies of different sector that require the profile of students of the master
	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 ( <a href="http://masterdirecciondearte.webs.uvigo.es/gl/">http://masterdirecciondearte.webs.uvigo.es/gl/</a> )

### 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

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**Sources of information**

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**Basic Bibliography**

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**Complementary Bibliography**

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**Recommendations**

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**Subjects that it is recommended to have taken before**

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(\*)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 produción 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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