



IDENTIFYING DATA

(*)Producción para medios dixitais

Subject	(*)Producción para medios dixitais			
Code	P04M082V11215			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	García Ariza, Alberto José Iglesias Fuertes, Víctor Legerén Lago, Beatriz			
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Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Introduction to the reference software for creating web and multimedia content.			

Training and Learning Results

Code	
A5	(*)Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
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
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.
C10	Capacidad para concebir y diseñar mensajes creativos eficaces en el marco de una estrategia publicitaria, orientados a distintos medios y soportes y en función de los públicos designados.
D1	(*)Capacidad para comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.
D2	(*)Capacidad para comunicarse por oral e por escrito en lengua gallega.
D3	(*)Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.

Expected results from this subject

Expected results from this subject	Training and Learning Results
Identify and know the necessary elements in the field of the design and development stop bear interactive, enabling to the student exert it competent in the professional field of the advertising; and theyC1 allow to the professional future autonomy in the learning.	A5 C1
Adapt an advertising original to the creative needs and of production of each of the bear advertising.	C10
Build, produce and design effective creative messages adapted in each moment to the social and technological changes that can produce .	C9 D1 D3
Develop innovative advertising projects entering the necessary technological novelties to adapt them to the different bear interactive.	D2

Contents

Topic

Approximation to developmental languages of projects web from the perspective of the direction of art. Developmental languages

Introduction to Digital Marketing and basic Digital Strategy	1 Strategies 2 Message 3 Design
Digital communication: Bases of SEO and marketing of Contents	1. Social ads in Facebook: formats 2. Social ads in Instagram: formats 3. Creation of proposals and analysis of cases
Bases of copywriting and Paid Media.	1. That is it SEM and how works 2. Campaigns of SEM in Google 3. Strategies SEM
Design and usability for digital media (FIGMA)	1. Professional profiles in digital production 2. UX vs UI 3. Basic principles of UX 4. UI design systems 5. Prototyping tools (FIGMA): 5.1. Interface 5.2. Prototyping creation 5.3. Measurements, sizes, colors, and typography. Creation of style libraries 5.4. Creation of components.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	5	5	10
Autonomous problem solving	7	35	42
Laboratory practical	5	0	5
Project	3	15	18

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

Methodologies

	Description
Lecturing	Explanation of the basic concepts of the subject with practical examples, attaching audiovisual material during the sessions.
Autonomous problem solving	Development of one project interactive
Laboratory practical	Development of banners

Personalized assistance

Methodologies	Description
Autonomous problem solving	Development of one project interactive
Laboratory practical	Presentation of a creative concept consistent with the current foundations of Digital Marketing.

Assessment

	Description	Qualification	Training and Learning Results
Autonomous problem solving	Realization of projects stop bear interactive	40 A5	C1 C9 C10
Laboratory practical	Design of campaign Sem	20	C9 D3
Project	Realization of projects stop bear interactive	40 A5	C10 D1 D2

Other comments on the Evaluation

The student will have two types of evaluation: continuous assessment and global assessment.

Students must inform the teacher of their express resignation from the continuous assessment system within the deadline set by the center for this purpose, attached to the document enabled for this purpose and signed.

1. Continuous assessment.

The percentages and concepts mentioned above will apply (Autonomous problem-solving, laboratory practices, and project),

with the following considerations:

Attendance to classes is not mandatory, but it is desirable as it will be where the basis of the subject is explained.

In the second call (July), the same evaluation criteria will be applied, although Collaborative Learning and Systematic Observation will not be re-evaluated, maintaining the grade of the first edition. The student will have to improve their grade through an individual project.

2. Global assessment - According to the provisions of the Student Statute of the University of Vigo, the student who does not opt for the continuous assessment modality will have the right to a global test on the dates determined by the Faculty. It will be a single test and will have a qualification between 0 and 10, just like in continuous assessment.

The global assessment test will be carried out on the dates and times planned by the center in the official exam calendar. The student must pass each and every one of the assessment tests planned, obtaining a minimum score of 5 points in each of them.

This modality will consist of three practical works, two of which must be submitted on the day of the exam and the presentation of the work.

Completion of the interactive project following the teacher's instructions (40%)

Design of a SEM campaign (20%)

Presentation of the project carried out, indicating in detail each of the development phases (40% of the grade)

In the second call (July), the same evaluation criteria will apply.

IMPORTANT NOTES:

The student must pass each of the activities or exercises contemplated in each of the methodologies or tests with a minimum grade of 5 points out of 10 or equivalent.

It is necessary to complete and pass all proposed activities and works to pass the subject.

The detection of fraudulent practices or plagiarism of code will result in a failing grade.

Sources of information

Basic Bibliography

Kawasaki, Guy, **El arte del social media**, Anaya Multimedia, 2016

Lovett, John, **Social media : métricas y análisis**, Anaya Multimedia, 2012

Marquina-Arenas, Julián, **Plan social media y community manager**, UOC, 2012

Qualman, Erik, **Socialnomics : how social media transforms the way we live and do business**, Wiley & Sons, cop, 2013

Mejía Llano, Juan Carlos, **La Guía avanzada del**, Anaya Multimedia, 2015

Elósegui, Tristán, **Marketing analytics : cómo definir y medir una estrategia online**, Anaya Multimedia, 2015

Complementary Bibliography

Kholmatova, Alla, **Desing Systems**, Samshing books, 2017

Santa María, Jackson, **On web Typography**, A boook aparta, 2014

Wathan, A; Schoeger, S, **Refactoring UI**, Digital Book, 2020

Yablonski, Jn, **The laws of UX**, O reilly, 2020

Recommendations

Subjects that continue the syllabus

(*)Diseño e produción para novas tendencias en comunicación/P04M082V11211

Subjects that are recommended to be taken simultaneously

(*)Diseño para medios dixitais/P04M082V11117