



IDENTIFYING DATA

(*)Producción para medios gráficos

Subject	(*)Producción para medios gráficos			
Code	P04M082V11213			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	López de Aguilera Clemente, Carmen			
Lecturers	de Castro Pedrouzo, Daniel Gulías Piñeiro, Camilo López de Aguilera Clemente, Carmen			
E-mail	caguileta@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	A graphic project can cover a wide range of work, such as posters, packaging, books, catalogs, magazines, manuals, reports, brochures, billboards, commercial signs, CD covers, business cards, and any type of product or object that carries a design applied to its surface. Different printing systems and media with their own characteristics are used for their execution, which is essential to master in order to successfully carry out our work.			

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.
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.
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.
B6	(*)Capacidad para diseñar y gestionar proyectos complejos en el ámbito de la Publicidad y el Diseño.
C6	Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.
C7	Capacidad teórico-práctica para la creación, elaboración y desarrollo de un original publicitario en el marco de una estrategia corporativa global que se adapten adecuadamente a las necesidades creativas y de producción de cada uno de los canales de difusión.
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.
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.
D3	(*)Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results
------------------------------------	-------------------------------

Generate innovative ideas attending to the market trends and to the reality of the company for diverse surroundings and advertising supports charts	A2 A4 B2 B6 C6 C7 C10 D3 D4
Move the creative idea to distinct surroundings and graphic supports, taking into account the creative requirements of the customers	A2 A4 C7 C10 C14
Execute the visual production of a campaign in function of the characteristics and peculiarities of each support.	A2 A4 B2 B6 C6 C7 C10 C14

Contents

Topic	
Of the advertising concept to the materialisation of the creative idea, adaptation and production.	<p>Workshop for the execution and creative application in graphic means</p> <ul style="list-style-type: none"> - Presentation, sample of a selection of works and explanation of the process of production. - Analysis and understanding of what has to do a professional of the creativity, the design or the impression, and what does not have to do to the hour to confront to a commission. - The economic questions, economy of the time, the process offering more in return of less. How organise the process of production to improve the profits of a commission. - Read the commission, understand to the customer, and optimise the graphic means that will condition the process. - Consult with other professionals and the relation with them before and during the process of production. - The importance to know how say that yes and how say that no in any field of the graphic production. - Cultivate the loyalty to the customer during the process, and how this can bring achieve the opening of another new process. - Present first ideas, define the way and resolve presentations, informing to the customer of the technical requests of the process but without forcing to that it comprise it. - How show the result in phase beta. How use the RRSS in favour of the process. How design for RRSS, with examples. Mockups vs Real samples. On-line deal vs personal deal. - The terms. The importance to fulfil them and to advance in all the phases

Prepress, color management, types of paper, finishes, prepress, printing systems, budgeting, and logistics.

Workshop on the steps and elements involved in the prepress and printing process.

Budgeting: an aspect to consider
 Types of paper, formats, weights, volume, or grain.
 Color proofs
 Finishing techniques
 Estimated quantities and delivery times according to the type of project
 Design, Creativity, and Prepress:
 Design objectives and how to develop them graphically
 Color management
 Variable data
 Images with Pantone channels, how to create them
 Proper conversion of Pantone to CMYK using FOGRA methods
 Common mistakes
 Folding
 Overprints and bleeds
 Rich black and photo homogeneity over vectors
 Interactive shadows and transparencies
 Etc...
 Printing:
 Offset, Inkjet, Digital, Gravure, Screen printing, Typography, Pad printing, Flexography, Risography
 Which system to use, for what, and why?
 Finishing:
 UV, Embossing, Lamination, Embossing, Debossing, Foiling, Die-cutting, Stamping, etc...
 Logistics: aspects to consider.

Planning

	Class hours	Hours outside the classroom	Total hours
Presentation	2	4	6
Mentored work	10	30	40
Lecturing	8	16	24
Problem and/or exercise solving	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
Presentation	Individual exhibition of the work on the studies of cases that have elaborated in this module.
Mentored work	Preparation of a work from the theoretical contents developed in the matter: creation of an advertising campaign for conventional means
Lecturing	Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions.

Personalized assistance

Methodologies Description

Mentored work	Follow-up of the work developed for the previous module exhibition in the classroom
---------------	---

Assessment

	Description	Qualification	Training and Learning Results	
Presentation	Exhibition of the final work of the module.	20	A2	C10 C14
Mentored work	It will evaluate the practical application of the contents tackled in a work that delivers after the teaching of the module.	40	A4	B6
Problem and/or exercise solving	It will evaluate the resolution of the works posed by the educational.	40		C10 C14

Other comments on the Evaluation

Continuous assessment system

Practices and percentage of assessment:

- Tutored work. Worth 40% of the total grade. The resolution of assignments proposed by the teachers will be evaluated.
- Presentation. Worth 40% of the total grade. Presentation of the work.
- Attendance to classroom sessions. Worth 20% of the total grade. Attendance of the members will be noted in all sessions of the subject (sign-in sheet indicating name, ID, and signature). This will be the evidence to demonstrate attendance and the only way to opt for the 20% assessment.

Assessment will be between 1 and 10, and it is essential to achieve a grade of 5 in each of the works to pass.

Second chance:

Students who take continuous assessment must pass all those methodologies or tests that they did not pass in the first call in the second opportunity.

Assessment will be between 1 and 10, and it is essential to achieve a grade of 5 in each of the works to pass.

Global assessment system:

The default evaluation system at the University of Vigo is the continuous assessment system. Students who opt for the global assessment system must follow the following guidelines.

Formal guidelines prior to evaluation:

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

Guidelines on the day of evaluation:

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

Practices and percentage of assessment:

- Project. Worth 40% of the total grade. Submission of the project.
- Exam. Worth 40% of the total grade. Exam on the subject matter explained in the sessions.
- Presentation. Worth 20% of the total grade. Presentation of the project.

For everything not expressly contemplated or detailed in this guide, the indications of the Regulation on evaluation, grading, and quality of teaching and the student learning process (Approved by the council on April 18, 2023) will be taken as a reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Sources of information

Basic Bibliography

GARCÍA UCEDA, M., **Las claves de la publicidad.**, ESIC, 1999

ROYO VELA, M., **Comunicación publicitaria.**, Minerva, 2002

Complementary Bibliography

Recommendations