



## IDENTIFYING DATA

### (\*)Proxectos: creación e presentación

Subject	(*)Proxectos: creación e presentación			
Code	P04M082V11212			
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	García Mirón, Silvia			
Lecturers	Badenes Plá, Vicente García Mirón, Silvia Garnil Rodríguez, Alberto Gulías Piñeiro, Camilo Varela Díaz, Miguel Anxo Varela González, Javier			
E-mail	silviamiron@uvigo.es			
Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	The subject consists of various workshops that complement each other in the design and management of projects, both for personal branding (including key aspects of entrepreneurship) and external projects. In addition, there is an approach to various tools for their presentation and enhancement (interviews, idea pitching, visual tools supported by calligraphy or illustration, etc.).			

## 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.
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
C5	Capacidad para identificar las nuevas tendencias vinculadas a la publicidad y la comunicación mediante el empleo de herramientas y bases de datos específicas.
C13	Práctica sistemática de autoevaluación crítica de resultados: valoración de la importancia de corregir los errores cometidos en el proceso creativo.
C15	Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
D2	(*)Capacidad para comunicarse por oral e por escrito en lengua gallega.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

## Expected results from this subject

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

To know and develop skills to organize and manage projects.	A2 B2 B6 C1 D4
To understand, in a theoretical and practical manner, how to approach the development of an entrepreneurial project, identifying the phases in which it is structured.	B2 B6
To understand the development of creating and managing a personal brand and its application to different media.	C5 C13 C15
Creation and organization of a personal portfolio.	A2 B6 C15
To learn about tools and resources for creating effective creative presentations.	A4 D2
To learn and put into practice different methodologies for oral presentation of ideas and projects.	A2 A4 D2

## Contents

Topic	
1. Creation and management of personal projects.	1.1. Keys for the entrepreneur 1.2. Creativity and innovation for the entrepreneur
2. Design, planning and management of a personal portfolio.	2.1. The personal portfolio like a key for the creation of a personal branding 2.2. How present and manage a personal portfolio 2.3. Cases of success
3. Presentation of ideas and projects: planning and methodologies.	3.1. The narrative in the presentation of ideas 3.2. Methodologies of presentation and/or defence of ideas 3.3. Keys for an effective presentation: verbal communication and no verbal.
4. Calligraphy, packaging and other proposals applied to the design	4.1. Concept board: Definition and uses 4.2. The calligraphy and the typography like creative tools 4.3. The packaging like tool of communication. 4.4. The sustainability applied to the design

## Planning

	Class hours	Hours outside the classroom	Total hours
Workshops	10	15	25
Systematic observation	10	0	10
Portfolio / dossier	3	9	12
Portfolio / dossier	1	9	10
Portfolio / dossier	1	8	9
Portfolio / dossier	1	8	9

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

## Methodologies

	Description
Workshops	The course consists of several workshops that shape the subject, focusing on learning how to manage a personal brand, effectively pitch projects and ideas, and acquire the tools to launch personal projects. These workshops cover topics such as calligraphy, packaging, entrepreneurship, presentations, idea pitching, portfolio development, sustainability, and design.

## Personalized assistance

Methodologies	Description
Workshops	The different workshops are conducted in-person in the classroom, and support is provided for their content and practical exercises through both in-person and online tutoring.

## Assessment

Description	Qualification	Training and Learning Results
Systematic observationIt is valued the assistance and participation in the lessons	20	A2

Portfolio / dossier	Practice 1	20	B6	C5 C13 C15	D4
Portfolio / dossier	Practice 2	20	B6	C5 C13 C15	D4
Portfolio / dossier	Practice 3	20	B6	C5 C13 C15	D4
Portfolio / dossier	Practice 4	20	B6	C5 C13 C15	

### Other comments on the Evaluation

### GUIDELINES ON THE CONTINUOUS EVALUATION SYSTEM

#### Practices and Weighting Percentage

The subject is structured into several workshops. The practices carried out in these workshops constitute 80% of the grade. The remaining 20% is based on attendance in the different workshops (systematic observation).

P1. Practice 1. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P3. Practice 3. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P4. Practice 4. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

A1. Attendance to classroom sessions. Weighting: 20% of the total grade. Attendance will be recorded in all subject sessions (attendance sheet indicating name, ID, and signature). This will serve as evidence of attendance and the only way to qualify for the 20% weighting.

$P1(20\%) + P2(20\%) + P3(20\%) + P4(20\%) + A1(20\%) = 100\%$  of the grade

### SECOND CHANCE. BRIEF DESCRIPTION

Students who follow the continuous evaluation must pass in a second opportunity any methodologies or tests that were not passed in the first attempt.

To coordinate the second chance, students must contact the responsible teacher, who will establish the relevant tests either through Moovi or in person, on the date established and approved by the Faculty Board.

The second chance conditions described here apply to all subsequent opportunities.

### GUIDELINES ON THE GLOBAL EVALUATION SYSTEM

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

#### Mandatory formal guidelines prior to evaluation:

Students must inform the teacher of their explicit renunciation of the continuous evaluation system within the deadline established by the institution, attaching the duly completed and signed document provided for this purpose.

#### Guidelines on the evaluation day:

The global evaluation test will be conducted on the date and at the times set by the institution in the official examination calendar, and it will systematically assess all methodologies and tests established in the course guide. Students must pass each and every evaluation test, obtaining a minimum score of 5 points in each of them.

#### Practices and Weighting Percentage

P1. Practice 1. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P3. Practice 3. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P4. Practice 4. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

$P1(25\%) + P2(25\%) + P3(25\%) + P4(25\%) = 100\%$  of the grade

Information about evaluation tests, their format, length, evaluation rubric, and submission channels will be provided in detail through the Moovi platform. It is the student's responsibility to pay attention to the uploaded information and collect the specific and complementary information required to pass the subject.

### Other aspects to consider

This subject is taught in face-to-face mode, so it is the students' duty to attend the teaching sessions according to the schedule established by the institution.

As mentioned when explaining the continuous evaluation system, attendance will be taken in all sessions (attendance sheet

indicating name, ID, and signature).

This regulation applies to all enrolled students in this subject WITHOUT EXCEPTION.

The course guide presents the general outline of the subject. Due to space limitations and the impossibility of uploading additional documentation on the Docnet platform, more specific details regarding the global evaluation system will be managed through the Moovi platform in due time.

For everything not explicitly contemplated and/or detailed in this guide, the instructions of the "Reglamento sobre a avaliación, a calificación e a calidade da docencia e do proceso de aprendizaxe do estudiantado" (Approved by the Board on April 18, 2023) will be taken as reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

---

## Sources of information

### Basic Bibliography

Mono, **Identidad corporativa. De brief a la solución final**, Gustavo Gili., 2004

Hyland, A./King, E., **Cultura e identidade. El arte de las marcas**, Blume., 2006

Aaker, D., **Construir marcas poderosas**, Gestión 2000, 2002

Álvarez Marañón, G., **El arte de presentar : cómo planificar, estructurar, diseñar y exponer presentaciones**, Gestión 2000, 2020

### Complementary Bibliography

Nguyen, Kenny, **Presentaciones memorables : crea experiencias únicas que cautiven a tu audiencia**, Empresa Activa., 2017

García Carbonell, R., **Presentaciones efectivas en público : ideas, proyectos, informes, planes, objetivos, ponencias, comunicaciones**, Edaf, 2013

Ríos Nouveau, R., **Manual de presentaciones efectivas**, Editorial Emprenden, 2012

Estulín, D., **Cómo realizar con éxito presentaciones en público**, Grupo Negocios de Ediciones y Publicaciones : La G, 2004

Harris, D., **Directorio de caligrafía : 100 alfabetos completos y cómo caligrafiarlos**, Acanto, 2004

Martin, J., **Guía completa de caligrafía : técnicas y materiales**, Hermann Blume, 1996

**Trabajo autónomo y fomento del emprendimiento : mitos y realidades**, Bomarte, 2006

---

## Recommendations

---

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

(\*) Creación publicitaria para medios audiovisuales/P04M082V11119

(\*) Creatividade e mensaxe publicitaria/P04M082V11115

(\*) Dirección e xestión publicitaria/P04M082V11112

(\*) Deseño gráfico/P04M082V11116

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

(\*) Fotografía publicitaria/P04M082V11118

(\*) Planificación estratéxica/P04M082V11114

(\*) Tendencias do sector/P04M082V11113