



IDENTIFYING DATA

(*)Tendencias do sector

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|-------------------|---|-----------|------|------------|
| Subject | (*)Tendencias do sector | | | |
| Code | P04M082V11113 | | | |
| Study programme | Máster Universitario en Dirección de Arte en Publicidad | | | |
| Descriptors | ECTS Credits | Choose | Year | Quadmester |
| | 3 | Mandatory | 1st | 1st |
| Teaching language | #EnglishFriendly Spanish | | | |
| Department | | | | |
| Coordinator | Badenes Plá, Vicente | | | |
| Lecturers | Badenes Plá, Vicente Pérez Seoane, Jesús | | | |
| E-mail | vbadenes@uvigo.es | | | |
| Web | http://masterdirecciondearte.webs.uvigo.es | | | |

General description The subject Trends contextualizes the environment and provides an overview of the context in which advertising activity takes place. For a communication expert, and specifically for an art director, it is essential to be aware of what is happening in the specific space and time. This includes both the current here and now, as well as the forecast of what will happen in the future, at all levels: local, national, and global.

Trends analyze the context to provide guidance, inspiration, and focus. On the one hand, at a more general level, it reviews the main social, economic, environmental, legal, cultural, and technological trends. On the other hand, at a more specific level, it analyzes the trends that directly affect the advertising market at different levels: from communication tools (networks, influencers, big data DOOH, RTB, or podcasts, for example), to targets (Gen Z, Millennials, Seniors, tribes, etc.), passing through trends in the world of work, consumption, media, or new technologies (5G, VR, AI, Internet of things, etc.).

Therefore, Trends is a cross-cutting subject, connected to all the subjects of the Master's degree, which allows students to understand the aspects of the macro and micro-environment that they must take into account for their work performance.

English Friendly Program Subject: International students can request from the teaching staff: a) materials and bibliographic references to follow the subject in English, b) attend tutorials in English, c) tests and evaluations in English.

Training and Learning Results

| | |
|------|---|
| Code | |
| A1 | (*)Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación. |
| 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. |
| 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. |
| 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. |

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|-----|--|
| C4 | Conocimiento de la historia y las diferentes teorías del diseño y 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. |
| 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. |
| 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. |
| D4 | (*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales |

Expected results from this subject

| Expected results from this subject | Training and Learning Results |
|---|---|
| Use the resources, elements, methods and present procedures in the analysis of tendencies. | A1 A3 A4 B5 C3 C6 C14 D1 D2 |
| Analyse general and specific tendencies that affect the Marketing and Communication, to the exert of the advertising activity and, more in concrete, to the creativity and direction of art | A4 A5 B6 C1 C3 C8 C14 D1 D2 |
| Panoramic and categorisation of the distinct existent typologies: Generals and specific | A1 A3 B4 B5 C4 C5 C6 D3 D4 |
| The tendencies like compass that orients the communication of mark. | A1 A3 A5 B6 C3 C6 C9 D1 D2 |

Contents

| Topic | |
|--|---|
| General trends of the macro-environment. | -Economic -Political -Social -Cultural -Legal -Global vs Local -Sustainability: ODS |

| | |
|------------------------|---|
| Transversal tendencies | -Technological -Digital |
| Specific tendencies | -Sector-specific: advertising brands, agencies, and media -Creativity, Design, and Art Direction -Targets: Generation X, Y, Z, Millennials, Seniors, Tribes -Tools: networks, influencers, Audio & Digital Video, DOOH, eCommerce, eSports, etc. -Values, lifestyles, behaviors -Geographical: Spain & Galicia -Sector-specific: Fashion, Urbanism, Food, Leisure & Entertainment, Work, Transportation -Business: CSR, purpose, ethics, sustainability. |

Planning

| | Class hours | Hours outside the classroom | Total hours |
|--------------|-------------|-----------------------------|-------------|
| Presentation | 2 | 4 | 6 |
| Debate | 3 | 6 | 9 |
| Case studies | 5 | 25 | 30 |
| Lecturing | 15 | 15 | 30 |

*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 elaborated in this module. |
| Debate | Debate on the contents of the subject taking in account a sample of pieces rewarded in different historical stages. |
| Case studies | Debate on the contents of the subject taking in account a sample of pieces rewarded in different historical stages. |
| Lecturing | Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions. |

Personalized assistance

Methodologies Description

| | |
|--------------|---|
| Lecturing | Teacher's presentation of the subject matter followed by the development of a supervised project on artistic movements. |
| Presentation | Defence of the investigations made by teams. |

Assessment

| Description | Qualification | Training and Learning Results | | | |
|--|---------------|-------------------------------|----------|-----------------------------------|----------------|
| Presentation(*)Exposición do traballo final do módulo. | 40 | A1 A4 | B5 | C1 C5 C8 | D2 |
| Debate (*)Como parte da avaliación continua terase en conta a participación e grado de preparación sobre a temática proposta durante o debate. | 20 | A3 A5 | B4 B6 | C3 C4 C5 C6 C9 C14 | D1 D3 D4 |
| Case studies(*)Investigación e proposta práctica ao redor de estudos de caso expostos polo docente | 40 | A1 A3 | B4 B6 | C1 C5 C8 C14 | D1 D3 |

Other comments on the Evaluation

Continuous assessment system

Practices and evaluation percentage

P1. Practice 1. Valued at 40% of the total grade. Information on the tasks to be performed, their format, length, evaluation rubric, and delivery channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Valued at 40% of the total grade. Information on the tasks to be performed, their format, length, evaluation

rubric, and delivery channels will be explained in person in the classroom and/or through the Moovi platform.

A1. Attendance to classroom sessions. Valued at 20% of the total grade. Attendance will be recorded at all sessions of the course (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% valuation.

$P1(40\%) + P2(40\%) + A1(20\%) = 100\%$ of the grade

Second opportunity. Brief description

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

To coordinate the second opportunity, 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 opportunity conditions described here apply to all subsequent calls.

Global evaluation system

The default evaluation system of the University of Vigo is the continuous assessment system. Those students who opt for the global evaluation 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 established by the center, attaching the document enabled for this purpose, duly filled out and signed.

Guidelines on the day of evaluation:

The global evaluation test will be carried out on the date and times established 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 evaluation tests obtaining a minimum qualification of 5 points in each of them.

Practices and evaluation percentage

P1. Practice 1. Valued at 40% of the total grade. Information on the tasks to be performed, their format, length, evaluation rubric, and delivery channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Valued at 40% of the total grade. Information on the tasks to be performed, their format, length, evaluation rubric, and delivery channels will be explained in person in the classroom and/or through the Moovi platform.

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

$P1(40\%) + P2(40\%) + P3(20\%) = 100\%$ of the grade

Information on evaluation tests, their format, length, evaluation rubric, and delivery channels will be detailed through the Moovi platform. It is the student's responsibility to pay attention to the uploaded information and gather the specific and complementary information that is necessary to pass the course.

Other aspects to consider

This course is taught IN PERSON, so it is the students' duty to attend the teaching sessions during the hours established by the center.

As already indicated in explaining the continuous assessment system, attendance will be recorded at all sessions (Sign-in sheet indicating name, ID, and signature).

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

The teaching guide presents the general approach of the course. For reasons of length and the impossibility of uploading complementary documentation on the Docnet platform, the more specific details about the global evaluation system will be managed in due time through the Moovi platform.

For everything not expressly contemplated and/or detailed in this guide, the indications of the Regulation on assessment, grading, and quality of teaching and the student learning process (Approved in the Faculty 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

Complementary Bibliography

Peter Hinssen, **The Day after Tomorrow: how to survive in times of radical innovation**, 2017, Lanoo Meulenhoff,
Enrique Dans, **Viviendo en el futuro: Claves sobre cómo la tecnología está cambiando nuestro mundo.**, 2019,
Deusto,

Marc Vidal, **La era de la humanidad: Hacia la quinta revolución industrial**, 2019, Planeta,

Timothy F. O'Reilly, **La economía WTF: El futuro que nos espera y por qué depende de nosotros**, 2018, Deusto,

Nayef Al-Rhodan, **La era de la perplejidad: repensar el mundo que conocíamos**, 2017, BBVA,

Javier Velilla Gil, **Branding. Tendencias y retos en la comunicación de marca**, 2012, UOC,

Zygmunt Bauman, **Vida líquida**, 2006, Paidós,

Luciano Concheiro, **Contra el tiempo: Filosofía práctica del instante**, 2016, Anagrama,

Recommendations
