



## IDENTIFYING DATA

### (\*)Teorías do deseño e a creatividade

Subject	(*)Teorías do deseño e a creatividade			
Code	P04M082V11111			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	Fernández Paradas, Antonio Molares Cardoso, Julinda Ramahí García, Diana			
E-mail	dianaramahi@gmail.com			
Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	Study of the basic concepts used in graphic design, general theory of the image and advertising creativity like creative solutions of communication.			

## 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.
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.
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.
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.
B5	(*)Capacidad de gestionar la información (identificar, seleccionar, contextualizar, analizar y comunicar) e integrar conocimientos en relación con los entornos publicitarios y de 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
C2	Capacidad para construir y planificar discursos propios de la comunicación publicitaria para la elaboración de campañas comunicativas, adecuando las estrategias y los mensajes a los objetivos establecidos y a los diferentes públicos.
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.
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.
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.

D4 (\*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

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**Expected results from this subject**

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Expected results from this subject	Training and Learning Results
Know the main concepts, theorists and practical, of the visual representations, his meaning and his form to communicate realities and ideas.	A1 A2 A3 A4 A5 B5 C3 C4 D4
Apply the techniques of analysis and interpretation of visual images to the advertising communication.	A1 A2 A3 A4 A5 B1 B2 B5 C1 C3 C4 C6 D4
Identify, describe and differentiate the main theories, schools and artistic and graphic currents of which nourishes the advertising.	A1 A2 A3 A4 A5 B5 C1 C4 C5 D4
Know, understand and know how to apply the formulas, techniques and creative strategies to the field of advertising.	A1 A2 A3 A4 A5 B1 B2 B5 C1 C2 C6 C10 D1 D4
Assimilate the basic concepts used in graphic design, general theory of the image and advertising creativity as creative solutions of communication.	A1 A2 A3 A4 A5 B1 B2 B5 C1 C2 C10 D1 D4

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**Contents**

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## Topic

1. Introduction to the graphic communication	1.1. Nature and definition of image. 1.2. The communicative value of the image. 1.3. Image and contemporaneity.
2. Elements and principles of the visual language	2.1. Morphological elements of the visual design. 2.2. Scalar elements of the visual design. 2.3. Dynamic elements of the visual design. 2.4. Iconic synthesis.
3. Artistic and graphic currents	3.1. Visual referents in the history 3.2. The impressionism and his reactions 3.3. The avant-gardes and the modern art 3.4. New artistic tendencies 3.5. Main schools of contemporary design
4. The creative process	4.1. Techniques 4.2. Strategies 4.3. New forms and tendencies

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	6	10	16
Case studies	3	10	13
Problem solving	3	21	24
Seminars	6	10	16
Systematic observation	2	0	2
Essay	2	0	2
Essay	1	0	1
Essay	1	0	1

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

## Methodologies

	Description
Lecturing	Exhibition by part of the professor/to of the contents on the matter object of study, theoretical bases and/or guidelines of a work or exercise.
Case studies	Analysis of examples and practical cases of the matter object of study to complement the contents tackled in the lecturing.
Problem solving	Activity in which problems and/or exercises related with the matter are formulated. The student should develop the suitable or correct solutions taking into account the exposed in class.
Seminars	Activity focused on working on a specific topic, which allows to deepen or complement the contents of the subject.

## Personalized assistance

### Methodologies Description

Lecturing	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Case studies	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Problem solving	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
Seminars	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.

### Tests Description

Essay	The students can receive advice on the content of the matter or the development of the activities in schedule of class and tutorials.
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## Assessment

Description	Qualification	Training and Learning Results
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Systematic observation	Assessment based in the presence and active participation of the students in the classroom.	25	A1	B1	C1	D1
			A2	B2	C2	D4
			A3	B5	C3	
			A4		C4	
			A5		C5	
					C6	
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Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1	B1	C1	D1
			A2	B2	C2	D4
			A3	B5	C3	
			A4		C4	
			A5		C5	
					C6	
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Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1	B1	C1	D1
			A2	B2	C2	D4
			A3	B5	C3	
			A4		C4	
			A5		C5	
					C6	
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Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1	B1	C1	D1
			A2	B2	C2	D4
			A3	B5	C3	
			A4		C4	
			A5		C5	
					C6	
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### Other comments on the Evaluation

#### CONTINUOUS ASSESSMENT

Assessment based on the active participation of the student and the delivery of the work required throughout the course.

Global assessment of the learning process and acquisition of skills and knowledge through face-to-face tests on the official dates approved by the centre.

It will be necessary to obtain at least 50% of the total score of all assessable parts in order to pass the subject.

#### OVERALL ASSESSMENT

Students must inform the teacher of their express waiver of the continuous assessment system within the period established by the centre for this purpose, attaching the document provided for this purpose, covered and signed.

The overall assessment test will take place on the date and at the times set by the centre in the official exam calendar. The student must pass each and every one of the assessment tests detailed below, obtaining a minimum qualification of 50% in each one of them. Given the length of the tests, students who take the global assessment must have 4 hours to complete them from the official starting time of the examination of the subject according to the official calendar.

Brief description of the tests:

Test 1. Examination test on the theoretical contents taught in the subject. The test has a value of 25% of the total grade, being necessary to obtain a minimum qualification of 50% of it to pass this part.

Test 2. Essay I. Development of activities in accordance with the guidelines defined by the teachers. The work is worth 25% of the total grade. A minimum qualification of 50% must be obtained to pass this part. The work will be handed in on the date and time of the exam. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Test 3. Essay II. Preparation of activities in accordance with the guidelines defined by the teachers. The work is worth 25% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work will be handed in on the date and time of the exam. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Test 4. Essay III. Elaboration of activities in accordance with the guidelines defined by the teachers. The work is worth 25% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work will be handed in on the date and time of the exam. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Summary of the tests and percentage of overall assessment of the set of tasks:

Test 1. Examination test. Valuation of 25% of the total mark.

Test 2. Essay I. Valuation of 25% of the total mark.

Paper II. Essay II. 25% of the total mark.

Paper III. Essay III. 25% of the total mark.

Students must obtain a minimum mark of 50% in all the tests in order to pass the subject.

Information about the 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 information uploaded and to gather the specific and complementary information required to pass the subject.

## SECOND CHANCE

The evaluation system is the same in all the calls.

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### Sources of information

#### Basic Bibliography

Adam Jean-Michel. Bonhomme, Marc, **La argumentación publicitaria**, Cátedra, 2000

Ambrose, Gavin. Harris, Paul., **Fundamentos del Diseño Creativo**, Parramon, 2004

Ambrose, Gavin. Harris, Paul., **Imagen**, Parramon, 2005

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Añaños, Elena (et al.), **Psicología y comunicación publicitaria**, Servei de Publicacions UAB, 2008

Fernández Arenas, José, **Teoría y metodología de la historia del arte**, Anthropos, 1982

Freixa, Mireia, **Introducción a la historia del arte**, Barcanova, 1990

Knight, Carolyn. Glaser, Jessica., **Create impact with type, image & color**, Rotovision, 2007

Landa, Robin, **El diseño en la publicidad**, Anaya Multimedia, 2004

Pete Barry, **The advertising concep Book**, Thames & Hudson London, 2008

Pricken, Mario, **Publicidad Creativa**, Gustavo Gili, 2004

Rollie Roberto. Brabda, María, **La enseñanza del diseño en comunicación visual**, FADU, 2007

Stoklossa, Uwe, **Trucos publicitarios, instrucciones sobre seducción visual**, Gustavo Gili, 2005

Tena, Daniel, **Diseño Gráfico y Comunicación**, Pearson-Prentice Hall, 2004

Tena, Daniel, **Diseñar para comunicar**, Editorial Bosch, 2011

White, Alex W., **The elements of graphic design**, Allwort press, 2009

#### Complementary Bibliography

Acaso, María, **El Lenguaje visual**, Paidós, 2006

Bhaskaran, Lakshmi, **El diseño en el tiempo**, Blume, 2007

Ruiz Collantes, Xavier (ed.), **Creatividad, comunicación y mercado**, Temes de disseny. Elisava edicions, 2000

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### Recommendations

#### Other comments

Matter of \*carácter introductory