



IDENTIFYING DATA

(*)Creación publicitaria para medios audiovisuais

Subject	(*)Creación publicitaria para medios audiovisuais			
Code	P04M082V11119			
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	García Mirón, Silvia			
Lecturers	Balsebre , Armand Figueira Blanco, Mirian García Mirón, Silvia			
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General description	The subject Advertising creation for audiovisual media focuses on understanding the process of creating audiovisual advertising pieces, both for conventional media (film, television, radio) and for new digital platforms (social media), while understanding the role played by each of the agents involved in the advertising process.			

Training and Learning Results

Code	
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.
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.
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.
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
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.
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.
C13	Práctica sistemática de autoevaluación crítica de resultados: valoración de la importancia de corregir los errores cometidos en el proceso creativo.
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.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results
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Understanding audiovisual language for its use in advertising purposes (from a theoretical or practical perspective).	C7 C9 D4
Understanding the characteristics, resources, tools, and creative processes for audiovisual media.	C1 C7 D4
Creating advertising pieces for audiovisual media, based on a specific case and according to a specific target audience.	B1 B2 B4 B5 C7 C13 C14 D1
Being able to present and defend one's own ideas that provide solutions to the needs and goals of an advertiser when creating a campaign for audiovisual media.	A4 B2 B4 B5 C7 C13

Contents

Topic

1. Fundamentals of audiovisual communication.	1.1. Insights into audiovisual language. 1.2. Shots, camera movements, transitions, and continuity. 1.3. Other elements of audiovisual language.
2. Audiovisual advertising media and formats.	2.1. Audiovisual advertising media: characteristics and benefits. 2.2. Typology of audiovisual advertising formats.
3. Radio as an audiovisual advertising platform	3.1. Characteristics of radio as an advertising medium 3.2. Radio advertising formats 3.3. Case studies
4. Script, development, and presentation of audiovisual projects.	4.1. The process of audiovisual advertising creation 4.2. Building the literary script and advertising script 4.3. Notes on the technical script and storyboard 4.4. Constructing the visual treatment 4.5. Project presentations: agency storyboard, animatic, and mock-ups.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	6	0	6
Seminars	10	4	14
Presentation	2	12	14
Problem and/or exercise solving	2	25	27
Case studies	2	10	12
Systematic observation	2	0	2

*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, providing audiovisual material during the sessions.
Seminars	Theoretical-practical sessions on the subject matter, including classroom tasks such as case studies or problem-solving exercises.

Personalized assistance

Tests	Description
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Presentation	Tutoring sessions may be conducted regarding the oral presentation of one of the assignments in the course.
Problem and/or exercise solving	In-class and follow-up tutoring sessions will be conducted for the exercises proposed in the course. The follow-up sessions may be held in person, virtually, or through specific queries via email.

Assessment						
	Description	Qualification	Training and Learning Results			
Presentation	Oral defense of the campaign proposal presented as the main exercise of the course, as well as the resolution of other case studies analyzed in seminar sessions, if applicable.	30	A4	B2 B4 B5	C1 C13	
Problem and/or exercise solving	Creation of an audiovisual (video and radio) advertising campaign for a specific advertiser and/or product. Justifying documentation presented, alignment with client's needs and objectives, and originality of the proposed idea will be evaluated.	30		B1 B2 B4 B5	C1 C7 C9 C13 C14	
Case studies	Analysis of audiovisual advertising campaign cases and proposals.	30		B1 B5	C13	D1 D4
Systematic observation	Evaluation of attendance and participation in the classroom.	10		B4		

Other comments on the Evaluation

OTHER INSTRUCTIONS FOR CONTINUOUS EVALUATION

- It is necessary to pass each of the proposed assignments to pass the course, with a minimum grade of 50%. Otherwise, the student will receive a failing grade in the course.
- In the second opportunity, the same evaluation system and criteria established for the first opportunity will be taken into account, but the assignments will be done individually.
- Attendance in the course is mandatory. Attendance of students will be recorded in all sessions. Students with 50% or more absences will not be evaluated.
- Absences must be justified at the time of occurrence (within a maximum period of one week) and will not be accepted if they occur at the end of the semester.
- Assignments submitted after the established deadline will not be evaluated.

INSTRUCTIONS FOR GLOBAL EVALUATION

- The global evaluation system applies to students who explicitly opt out of the continuous evaluation system, which is the recommended system for taking this course.
- This opt-out must be done in the first month of the course, following the protocol guidelines approved by the Communication Faculty Board and after informing the instructor.
- The global evaluation system consists of an official theoretical exam (40%) and the development of a project, which includes a written dossier (30%) and an oral presentation (30%), to be done individually. This project involves creating an audiovisual advertising campaign (video and radio) for a specific advertiser and/or product. The justification documentation presented, alignment with the client's needs and objectives, and the originality of the proposed idea will be evaluated.
- Each of the three assessments must be passed separately in order to pass the course.
- Global evaluation assessments will only take place on the official date approved by the institution.
- Assignments will not be accepted outside of the official deadline.
- Tutoring sessions explaining theoretical or practical content covered in face-to-face sessions will not be offered.
- No additional material will be provided beyond what is available on the Moovi online teaching platform for students who opt out of the continuous evaluation system.

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 "Regulamento 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

García M., I., **Fundamentos de la realización publicitaria**, Fragua, 1997

Fandiño, X., **Introducción á produción publicitaria en medios audiovisuais**, Universidade de Vigo, 2003

Méndiz Noguero, A., **Nuevas Formas Publicitarias. Patrocinio, Product Placement, Publicidad en Internet.**, Universidad de Málaga, 2000

Poveda Criado, M. A., **Producción publicitaria.**, Fragua, 2018

Balsebre, A.; Ricarte, J.M.; Perona J.J.; Roca, D.; Barbeito, M.L.; Fajula, A., **Los mitos de la publicidad radiofónica. Estrategias de la comunicación publicitaria en la radio española.**, Cátedra, 2006

Complementary Bibliography

Del Pino, Cristina & Olivares, F., **Brand Placement. Integración de marcas en la ficción audiovisual. Evolución, casos, estrategias y tendencias**, Gedisa, 2006

Field, S., **El manual del guionista : ejercicios e instrucciones para escribir un buen guion paso a paso.**, Plot, 2001, 4ª ed

McKee, R., **El guión. Story : sustancia, estructura, estilo y principios de la escritura de guiones.**, Alba Editorial, 2016, 13 ed

Ferrer Roselló, C., **La publicidad en la radio.**, Instituto Europeo de Marketing, Comunicación y P, 2001

Rodero Antón, E.; Alonso González, C.M.; Fuentes Abad, J.A., **La radio que convence. Manual para creativos y locutores publicitarios.**, Ariel Comunicación, 2004

Recommendations

Subjects that continue the syllabus

(*)Producción para medios audiovisuais/P04M082V11214

Subjects that are recommended to be taken simultaneously

(*)Creatividade e mensaxe publicitaria/P04M082V11115

(*)Deseño gráfico/P04M082V11116

(*)Fotografía publicitaria/P04M082V11118

(*)Planificación estratéxica/P04M082V11114