



IDENTIFYING DATA

(*)Creatividade e mensaxe publicitaria

Subject	(*)Creatividade e mensaxe publicitaria			
Code	P04M082V11115			
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	Máiz Bar, Carmen			
Lecturers	Figueira Blanco, Mirian Lens Diéguez, Álvaro Máiz Bar, Carmen			
E-mail	maizbar@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Approach to the creative process, concept development, and idea generation to convey a message that solves the communicative needs of advertisers.			

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.
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.
B4	
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.
C11	Capacidad para producir mensajes creativos eficaces en el marco de una estrategia publicitaria.
C12	Capacidad para escribir textos publicitarios con fluidez y adecuación a las necesidades creativas de un mensaje, aplicando las características y peculiaridades del lenguaje publicitario.
C13	Práctica sistemática de autoevaluación crítica de resultados: valoración de la importancia de corregir los errores cometidos en el proceso creativo.
D3	(*)Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.

Expected results from this subject

Expected results from this subject	Training and Learning Results
Know the distinct codes and uses of the language in the advertising messages, his components and the relations between the text and other elements in the advertising message.	A1 A5 B1 C1 C2 C11 C12

Know the distinct characteristics of the textual message in the visual channels, auditory and audiovisual.	A1 A5 C1 C2 C11 C12
Know create advertising and creative messages adapted to the distinct means, supports and advertising formats.	A1 A5 B1 B2 B4 C2 C11 C12 C13 D3

Contents

Topic

1. Creativity	1.1 Concept and fundamental factors. 1.2. Creative opportunities. 1.3. Creativity and strategy. 1.4. Strategy and ideas. 1.5. Values, positionings and purposes of mark. 1.6. Styles and creative ways.
2. Conceptualization And materialisation	2.1. The concept is the concept. 2.2. Tone and style. 2.3. Rhetorical tools. 2.4. Keyvisual And moodboard. 2.5. Briefing. 2.6. Contrabriefing.
3. Copy	3.1 Professional profile. 3.2 The creative duo. 3.3 Functions and tasks. 3.4 Methodologies and formulas. 3.5 Verbalizations and resources. 3.5 Being a copywriter for different media.
4. Ideas	4.1 Creativity inside and out of the advertising. 4.2. Profit, concept, insights, idea and execution. 4.3 To explain histories it is necessary to have data. 4.4. In what transforms all the previous. 4.5 creative Technicians. 4.6 The final pieces.

Planning

	Class hours	Hours outside the classroom	Total hours
Problem solving	12	0	12
Mentored work	0	51	51
Seminars	6	6	12

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

Methodologies

	Description
Problem solving	Realisation of practical exercises in the classroom.
Mentored work	For the final assessment gives matter, the students and students will have to make a project directed in which they will put in practice the learnings purchased.
Seminars	Explanation of the theoretical contents of the matter. It includes the systematic observation (assistance and participation).

Personalized assistance

Methodologies	Description
Problem solving	Teachers will guide to the students and students in the realisation and development of the works.
Mentored work	Teachers will guide to the students and students in the realisation and development of the works.

Seminars	Teachers will guide to the students and students in the realisation and development of the works.
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Assessment						
Description		Qualification	Training and Learning Results			
Problem solving	Realisation of practical exercises in the classroom.	40	A1 A5	B1 B2 B4	C1 C2 C11 C12 C13	D3
Mentored work	For the final assessment of the matter, the students and students will have to make a project directed in which they will put in practice the learnings purchased.	40	A1 A5	B1 B2 B4	C1 C2 C11 C12 C13	D3
Seminars	Explanation of the theoretical contents of the matter. It includes the systematic observation (assistance and participation).	20	A1 A5	B1 B2 B4	C1 C2 C11 C12 C13	D3

Other comments on the Evaluation

Sources of information

Basic Bibliography

Complementary Bibliography

Miriam Sorrentino, **PUBLICIDAD CREATIVA: UNA INTRODUCCIÓN**, Blume, 2014

Mario Pricken, **PUBLICIDAD CREATIVA: IDEAS Y TÉCNICAS DE LAS MEJORES CAMPAÑAS INTERNACIONALES**, Gustavo Gili, 2009

Mariola García Uceda, **LAS CLAVES DE LA PUBLICIDAD**, Esic Editorial, 2011

Clara Ávila, **ESTRATEGIAS Y MARKETING DE CONTENIDOS (SOCIAL MEDIA)**, Anaya Multimedia, 2019

Javier González Solas, **IDENTIDAD VISUAL CORPORATIVA**, Síntesis Editorial, 2014

Donald A. Norman, **EL DISEÑO EMOCIONAL. POR QUE NOS GUSTAN (O NO) LOS OBJETOS COTIDIANOS**, Ediciones Paidós, 2005

Rory Sutherland, **ALCHEMY: THE SURPRISING POWER OF IDEAS THAT DON'T MAKE SENSE**, WH Allen, 2019

Al Ries y Laura Ries, **LAS 22 LEYES INMUTABLES DE LA MARCA**, McGraw Hill, 2000

Recommendations

Subjects that continue the syllabus

Internships/P04M082V11217

(*)Producción para medios audiovisuais/P04M082V11214

(*)Producción para medios dixitais/P04M082V11215

(*)Producción para medios gráficos/P04M082V11213

(*)Proxectos: creación e presentación/P04M082V11212

(*)Traballo de Fin de Máster/P04M082V11218

Subjects that are recommended to be taken simultaneously

(*)Creación publicitaria para medios audiovisuais/P04M082V11119

(*)Deseño gráfico/P04M082V11116

(*)Deseño para medios dixitais/P04M082V11117

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

(*)Fotografía publicitaria/P04M082V11118

(*)Planificación estratéxica/P04M082V11114

Subjects that it is recommended to have taken before

(*)Dirección e xestión publicitaria/P04M082V11112

(*)Tendencias do sector/P04M082V11113

(*)Teorías do deseño e a creatividade/P04M082V11111