



## IDENTIFYING DATA

### (\*)Fotografía publicitaria

Subject	(*)Fotografía publicitaria			
Code	P04M082V11118			
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	Molares Cardoso, Julinda			
Lecturers	García Acuña, Claudio Gayo Gramary, Jacobo Molares Cardoso, Julinda			
E-mail	jmolares@uvigo.es			
Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	Suitable delivery and sending of photographic materials and charts for his publication or broadcast.			

## 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.
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	
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
C6	Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.
C11	Capacidad para producir mensajes creativos eficaces en el marco de una estrategia publicitaria.
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
Know and use properly the resources that make possible the new technologies of the information and the communication oriented to the advertising photography.	A2 B2 B6 C1 C6 C11 D4

Undertake actions and take decisions from the theoretical knowledges-practical purchased.	A1 B1 B2 C1 D1
Process of taking of decisions between distinct options to execute an advertising original.	B1 B2 B6 D1 D4
Know and value the main applications, types and specialitys of advertising photography: fashion, still lifes or feeding, among others.	C1 C6 C11 D4
Know, interpret and value creative projects allocated to advertising photography.	A1 A2 B1 B4 B6 C6 D1 D4
Know the technical means and formats used in photography.	C1 C6 C11 D4
Know and apply the basic processes of photographic illumination in his technical appearances.	C1 C6 C11 D4
Analyse and develop a project of photographic composition	B1 B2 B6 C6 C11
Know and apply the basic processes of digital treatment of the photographic image in his technical appearances.	B2 B6 C1 C6 C11 D4

## Contents

### Topic

Study and analysis of the photography with advertising ends, as well as in the knowledge of his distinct applications, types and styles.

Resources and the technicians used for the preparation of photographic images of advertising character.

Workshop of advertising photography: product, portrait, fashionable publisher, etc.

digital Treatment of the photographic image: use of software of photographic retouching

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	12	0	12
Project based learning	15	0	15
Essay	22	0	22
Essay	22	0	22
Systematic observation	4	0	4

\*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 matter with practical examples, contributing audiovisual material during the sessions.
Project based learning	Workshop

### Personalized assistance

Methodologies	Description
Project based learning	Realisation of activities that allow the cooperation of several subjects and confront to the students/ace, working in team, to open problems. They allow to train, between others, the capacities of learning in cooperation, of leadership, of organisation, of communication and of strengthening of the personal relations.

Assessment						
	Description	Qualification	Training and Learning Results			
Essay	Project of photography I	40	A1	B1 B2 B4 B6	C6 C11	D1 D4
Essay	Project of photography II	40	A1	B1 B2 B4 B6	C6 C11	D1 D4
Systematic observation	Attendance and participation in class	20	A1 A2	B2		D1

### Other comments on the Evaluation

#### CONTINUOUS ASSESSMENT

To pass the course, students must submit both assignments on the dates indicated by the teachers. Any assignments not submitted on the specified date without justified cause (as defined in the regulations on evaluation, grading, and quality of teaching approved by the faculty on April 18, 2023) will be considered failed, and the student must submit them in the second opportunity call.

Each practical assignment will be valued out of a maximum of 10 points and represents 40% of the course grade. It is necessary to obtain a minimum grade of 50% (5 points) on each assignment to pass this part. Once the provisional grades are published for each assignment, the teacher will set a date for revision, and the grade will be considered final once that date has passed.

Attendance is mandatory; students with unexcused absences will not be evaluated and will receive a failing grade for this portion, and will have to attend the second opportunity call. Attendance and participation in sessions represent 20% of the final grade.

Requirements to pass the course:

- Passing all practical assignments
- Attendance and participation in class

The final grade is the result of the practical assignments; the course cannot be passed with any failed parts.

#### SECOND OPPORTUNITY

On the official exam day, the student must submit any failed assignments. Each practical assignment will be valued out of a maximum of 10 points and represents 40% of the course grade. It is necessary to obtain a minimum grade of 50% (5 points) on each assignment to pass this part.

The final grade is the result of the practical assignments; the course cannot be passed with any failed parts.

#### GLOBAL EVALUATION

Students must inform the teacher of their renunciation of the continuous assessment system within the established deadline, attaching the signed and completed document (signed by both the student and the teacher) provided for this purpose. Outside the deadline set by the center, students cannot opt for this evaluation system.

The global evaluation test will be held on the date and time scheduled by the center in the official exam calendar.

The student must pass each and every one of the evaluation tests detailed below, obtaining a minimum score of 5 points in each one. Otherwise, the student will not be evaluated, and the course will be considered failed.

Given the length of the tests, students who opt for global evaluation will have four hours to complete the tests starting at the official start time of the exam for the course, according to the official calendar.

Description of the tests:

Test 1. Theoretical exam. The theoretical exam will be held, which is worth 40% of the overall grade, and a minimum grade of 5 points is required to pass this part. A lower grade will not be averaged with the other tests.

Test 2. Practical assignments. Students must submit both assignments proposed by the teachers. The set of assignments (2) is worth 30% of the overall grade, and a minimum grade of 5 points is required for each assignment to pass this part. A lower grade will not be averaged with the other tests. The assignments will be submitted on the exam date and time. The content details of the assignments, methodologies, and evaluation criteria will be provided to global evaluation students once the deadline for explicit renunciation of the continuous assessment has ended.

Test 3. Practical activity. After completing the exam, students must perform practical activities similar to those carried out by students in the continuous assessment system, using the same resources and equipment. The test will last a maximum of two hours from the start time. The details of the tests and evaluation criteria will be sent to students no later than one month after renouncing their continuous assessment. The selection of practical activities, as a whole, is worth 30% of the overall grade, and a minimum grade of 5 points is required to pass this part. A lower grade will not be averaged with the other tests.

Summary of the tests and percentage of valuation:

Test 1. Exam. Valued at 40% of the overall grade.

Test 2. Practical assignments. Valued at 30% of the overall grade.

Test 3. Practical activities. Valued at 30% of the overall grade.

Students must obtain a minimum grade of 5 points in all tests.

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#### **Sources of information**

##### **Basic Bibliography**

PRADERA, ALEJANDRO, **EL LIBRO DE LA FOTOGRAFÍA**, ALIANZA EDITORIAL, 1990

EGUIZABAL, RAÚL, **Fotografía publicitaria**, Cátedra, 2011

FONTCUBERTA, J., **El beso de Judas. Fotografía y verdad**, Gustavo Gili., 2002

Adrio Fondevila, J.M., **De la imagen al papel : hacia la impresión perfecta : la gestión de color en el proceso artístico del s. XXI**, (e)ikon, 2018

##### **Complementary Bibliography**

Brau Gelabert, G., **De la captura de la imagen a la impresión fotográfica : una guía para fotógrafos digitales**, Artual, 2011

Díaz Bourgeot, E., **Fotografía publicitaria : el poder de la imagen**, Anaya Multimedia,, 2018

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#### **Recommendations**