



(*)Facultade de Comunicación

Máster Universitario en Dirección de Arte en Publicidad

Subjects

Year 1st

Code	Name	Quadmester	Total Cr.
P04M082V11111		1st	3
P04M082V11112		1st	3
P04M082V11113		1st	3
P04M082V11114		1st	3
P04M082V11115		1st	3
P04M082V11116		1st	6
P04M082V11117		1st	3
P04M082V11118		1st	3
P04M082V11119		1st	3
P04M082V11211		2nd	6
P04M082V11212		2nd	3
P04M082V11213		2nd	3
P04M082V11214		2nd	3
P04M082V11215		2nd	3
P04M082V11217	Internships	2nd	6
P04M082V11218		2nd	12

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	http://masterdirecciondearte.webs.uvigo.es			
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 yestético 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

Expected results from this subject	
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

Contents

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

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 A2 A3 A4 A5	B1 B2 B5	C1 C2 C3 C4 C5 C6 C10	D1 D4
Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1 A2 A3 A4 A5	B1 B2 B5	C1 C2 C3 C4 C5 C6 C10	D1 D4
Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1 A2 A3 A4 A5	B1 B2 B5	C1 C2 C3 C4 C5 C6 C10	D1 D4
Essay	Development of activities in accordance with the guidelines defined by teachers.	25	A1 A2 A3 A4 A5	B1 B2 B5	C1 C2 C3 C4 C5 C6 C10	D1 D4

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.

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

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

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

Recommendations

Other comments

Matter of *carácter introductory

IDENTIFYING DATA**(*)Dirección e xestión publicitaria**

Subject	(*)Dirección e xestión publicitaria			
Code	P04M082V11112			
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 Conde González, Jaime Antonio			
E-mail	vbadenes@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Reflection on advertising management, with special emphasis on brand management and social dialogue. The process of building a brand and its new focus in today's society.			
	English Friendly program subject: International students may request from the teaching staff: a) materials and bibliographic references to follow the subject in English, b) attending 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.
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.
B3	
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.
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.
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.
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
Identify the necessary instruments in the advertising professional activity and more specifically in the linked to the advertising creativity.	A1 B3 B4 C1 C2 C6 C9 D1

Ability to organize and schedule tasks to meet the deadlines for delivering the advertising materials according to a specific advertising strategy. As well as the ability to present and argue the results of their work, both orally and in writing, using the necessary audiovisual and computer tools at each moment.	A2 B4 C2 C5 C6 C9 D4
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Contents

Topic	
- Structures of the advertising system	Structures that compose the advertising system
- The agencies of advertising	Typology of advertising agencies and structure
- The direction of art in the advertising company	Management of the advertising creativity
- The advertising creative process	Advertising creative process
- The mark and the *anunciante	The importance of the mark and the function of the *anunciante in the creative management

Planning

	Class hours	Hours outside the classroom	Total hours
Debate	10	20	30
Presentation	5	0	5
Case studies	5	25	30
Lecturing	5	5	10

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

Methodologies

	Description
Debate	Debate on the contents of the subject taking in account a sample of pieces rewarded in different historical stages.
Presentation	Individual exhibition of the work on the studies of cases that have elaborated in this module.
Case studies	Study of practical cases by part of the student in which they apply the knowledges contributed in the sessions and of analysis in each one of them.
Lecturing	Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions.

Personalized assistance

Methodologies Description

Presentation	In the schedules established, personalised attention in accordance with the needs of each student
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Assessment

	Description	Qualification	Training and Learning Results			
Debate	(*)Como parte da avaliación continua terás en conta a participación e grao de preparación sobre a temática proposta durante debáteo.	20	A1	B3	C2 C6	
Presentation	(*)Exposición do traballo final de módulo	40	A2	B4	C1 C5	D4
Lecturing	(*)Avaliarase a aplicación práctica dos contidos abordados nun traballo que se presentará trala impartición do módulo.	40	A1 A2	B4	C5	D1 D4

Other comments on the Evaluation

Continuous evaluation system

Practices and assessment percentage:

P1. Practice 1. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P2. Practice 2. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

A1. Attendance to classroom sessions. 20% assessment on the total grade. Attendance will be taken in all class sessions

(signature sheet indicating name, ID number, and signature). This will be the evidence to demonstrate attendance and the only way to opt for the 20% assessment.

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

Second opportunity. Brief description:

Students who opt for continuous evaluation must pass in the second opportunity all those methodologies or tests that were not passed in the first opportunity.

In order to coordinate the second opportunity, students must contact the responsible teacher, who will establish the relevant tests either on Moovi or in-person on the date established and approved by the Faculty Board.

The second opportunity conditions described here apply for the rest of the subsequent calls.

Global evaluation system:

The default evaluation system at the University of Vigo is the continuous evaluation system. 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 waiver of the continuous evaluation system within the deadline established by the center, attaching the document enabled for this purpose and signed.

Guidelines on the day of the evaluation:

The global evaluation test will be carried out on the date and times established by the center in the official examination calendar and will systematically evaluate all the methodologies and tests established in the course guide. Students must pass each and every one of the evaluation tests, obtaining a minimum grade of 5 points in each of them.

Practices and assessment percentage:

P1. Practice 1. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P2. Practice 2. 40% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission channels will be explained in-person in the classroom and/or through the Moovi platform.

P3. Practice 3. 20% assessment on the total grade. Information about the tasks to be performed, their format, length, assessment rubric, and submission 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 about the evaluation tests, their format, length, assessment rubric, and submission channels will be detailed through the Moovi platform. It is the responsibility of the student to pay attention to the uploaded information and to collect 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 duty of the students to attend the teaching sessions at the scheduled time established by the center.

As already indicated when explaining the continuous evaluation system, attendance will be taken in all sessions (signature sheet indicating name, ID number, and signature).

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

The course guide presents the general approach of the course. Due to the 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 a timely manner through the Moovi platform.

For everything not explicitly contemplated and/or detailed in this guide, the indications of the Regulation on evaluation, grading, and the quality of teaching and the student learning process (Approved in the Faculty Assembly on April 18, 2023) will be taken as a reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Complementary Bibliography

Kotler, P., **Dirección de marketing**, 8, Prentice Hall, 1995

Solana, D., **Postpublicidad**, 1, Double You, 2010

Bassat, L., **El libro rojo de las marcas**, 1, Folio, 2000

Moliné, M., **La fuerza de la publicidad**, 1, Mcgraw Hill, 1999

Recommendations

IDENTIFYING DATA**(*)Tendencias do sector**

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.
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				
		A1	B5	C1	D2	
Presentation(*)Exposición do traballo final do módulo.	40	A4	B5	C1	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	B4	C3	D1	
		A5	B6	C4	D3	
				C5	D4	
				C6		
				C9		
Case studies(*)Investigación e proposta práctica ao redor de estudos de caso expostos polo docente	40	A1	B4	C1	D1	
		A3	B6	C5	D3	
				C8		
				C14		

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>

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

IDENTIFYING DATA**Planificación estratéxica**

Subject	Planificación estratéxica			
Code	P04M082V11114			
Study programme	Máster Universitario en Dirección de Arte en Publicidade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castelán Galego			
Department				
Coordinator	López de Aguieta Clemente, Carmen			
Lecturers	López de Aguieta Clemente, Carmen Salierno, Eduardo Torres Romay, Emma			
E-mail	caguieta@uvigo.es			
Web	http://http://masterdirecciondearte.webs.uvigo.es/			
General description	Na actualidade é impensable pór en marcha ningún proxecto sen que conte cunha planificación estratéxica previa que contribúa ao desenvolvemento e éxito do mesmo. Por tanto, a planificación estratéxica forma parte do día a día na xestión empresarial.			
	Neste contexto, a estratexia enténdese como o camiño a seguir para a consecución dos obxectivos empresariais en todos os seus niveis, desde a creación, construción e xestión da marca e todos os seus activos (tanxibles e *intangibles) até o deseño publicitario nos diferentes ámbitos			

Resultados de Formación e Aprendizaxe

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.
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.
B3	
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
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 yestético sobre los orígenes, el panorama actual y las nuevas tendencias de la dirección de arte en publicidad.
C5	Capacidad para identificar las nuevas tendencias vinculadas a la publicidad y la comunicación mediante el empleo de herramientas y bases de datos específicas.
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.
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.
C11	Capacidad para producir mensajes creativos eficaces en el marco de una estrategia publicitaria.
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.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Resultados previstos na materia

Os alumnos/*as poderán deseñar un plan estratéxico que abarque desde a creación dunha marca até o deseño da súa campaña publicitaria, tendo moi presente sempre as necesidades empresariais e comerciais do cliente, para o que deberán adoptar diversas decisións estratéxicas ao longo do proceso.

A1
A2
A3
A4
B1
B2
B3
B4
B5
B6
C1
C2
C3
C5
C8
C9
C10
C11
C14
D4

Contidos

Topic

BLOQUE *I Creación de marca	O *Branding como proceso estratéxico Fundamentos básicos na creación de marca. Importancia dos obxectivos empresariais na creación de marcas. As estratexias empresariais en función dos obxectivos
BLOQUE *II. Identidade de marca	Creación de marca e identidade A identidade de marca como estratexia A comunicación das marcas en función da súa identidade da marca.
BLOQUE *III. Planificación estratéxica no proceso publicitario	Definición de estratexias publicitarias. Teorías e modelos de planificación estratéxica en publicidade. Elementos básicos da estratexia publicitaria: o público obxectivo e o posicionamento. Elaboración do plan estratéxico e do *briefing de campaña. A interpretación creativa do *briefing.

Planificación

	Class hours	Hours outside the classroom	Total hours
Lección maxistral	8	16	24
Estudo de casos	3	0	3
Aprendizaxe colaborativa	3	3	6
Traballo	4	10	14
Traballo	4	10	14
Resolución de problemas e/ou exercicios	4	10	14

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

Metodoloxía docente

	Description
Lección maxistral	Exposición por parte dos docentes os contidos sobre a materia obxecto de estudo. Exposición das bases teóricas e/ou directrices dun exercicio que o/a estudante ten que desenvolver
Estudo de casos	Estudásense e analízanse diversos casos prácticos reais coa finalidade de xerar coñecemento e adquirir competencia nos diversos procedementos para a súa resolución.
Aprendizaxe colaborativa	Organización de pequenos grupos mixtos e heteroxéneos onde os alumnos traballen de forma coordinada entre si para desenvolver tarefas prácticas que lles permite enriquecer a súa aprendizaxe ao compartir diferentes puntos de vistas e perspectivas de enfocar os proxectos

Atención personalizada

Methodologies	Description
Aprendizaxe colaborativa	Exponse a creación de pequenos grupos para a resolución de casos sinxelos na aula co obxectivo de aproveitar diferentes perspectivas e achegas que contribúan ao enriquecemento de todo o grupo

Lección maxistral	Exporanse cuestións teóricas na aula como base para a transmisión e adquisición de coñecementos por parte dos alumnos
Tests	Description
Traballo	Exporase a resolución de traballos que poderán ser de carácter individual ou *grupal, en función das necesidades, para comprobar a adquisición de coñecementos por parte dos alumnos e a súa capacidade de solucionar tarefas comúns do ámbito de traballo
Traballo	Exporase a resolución de traballos que poderán ser de carácter individual ou *grupal, en función das necesidades, para comprobar a adquisición de coñecementos por parte dos alumnos e a súa capacidade de solucionar tarefas comúns do ámbito de traballo
Resolución de problemas e/ou exercicios	Desenvolvéense exercicios na aula apoiados por sistemas *automatizados. Devanditos exercicios permitirán reforzar as explicacións teóricas e pór en marcha as habilidades prácticas adquiridas polos estudantes.

Avaliación		Qualification	Training and Learning Results	
	Description			
Lección maxistral	Os docentes contarán cun horario de *tutorías mediante cita previa	0	A1 A2 A3	C1
Traballo	Os alumnos deberán realizar un traballo de *branding en grupo desenvolvendo os elementos esenciais que definen unha marca (*intangibles).	33,3	A2 A4	B1 C9 B2 C10 B4 C11 B5 C14 B6
Traballo	Os alumnos deberán realizar un traballo de *branding en grupo definindo os elementos esenciais da identidade visual e verbal dunha marca	33,3	A2 A4	B1 C10 B2 C11 B4 C14 B5 B6
Resolución de problemas e/ou exercicios	Desenvolveranse exercicios na aula apoiados por sistemas automatizados. Ditos exercicios permitirán reforzar as explicacións teóricas e poñer en marcha as habilidades prácticas adquiridas polo estudantando.	33,3	A3 A4	B1 C10 B2 C11 B4 C14 B5 B6

Other comments on the Evaluation

Para superar a materia será necesario presentar os traballos propostos polos docentes dentro do período de tempo establecido e atendendo aos requisitos solicitados para a súa resolución. Poderanse levar a cabo exercicios na aula apoiados por sistemas *automatizados, si o docente considérao oportuno. Devanditos exercicios *permitiran reforzar as explicacións teóricas e pór en marcha as habilidades prácticas adquiridas polos estudantes. O sistema de avaliación será elixido polo alumno ao comezo do curso entre AVALIACIÓN CONTINUA Ou AVALIACIÓN GLOBAL, sempre dentro dos períodos establecidos polo centro para tal fin. Para superar a AVALIACIÓN CONTINUA será tida en conta a asistencia e o alumno será avaliado polos traballos requiridos tanto dentro como fose da aula.Para superar o modelo de *b AVALIACIÓN GLOBAL non será tida a asistencia do alumno pero este deberá presentarse a un exame dentro do período establecido polo centro para tal fin, ademais si os docentes considéranlo oportuno poderanse pedir a presentación de traballos prácticos o mesmo día da realización do exame. Na cualificación final terase en conta a orixinalidade e formulación do caso así como a súa resolución.

Bibliografía. Fontes de información

Basic Bibliography

Complementary Bibliography

Currás Pérez, R., **Identidad e imagen corporativas : revisión conceptual e interrelación, Teoría y Praxis,** 2010
MOno, **Identidad corporativa. De brief a la solución final,** Gustavo Gili, 2004
Hyland, A./King, E., **Cultura e identidad. El arte de las marcas,** Blume, 2006
Cuesta Ubaldo, **Planificación Estratégica y Creatividad,** Esic, 2012
Dixit Avinsah & Nalebuff Barry, **El arte de la estrategia,** Antoni Bosch, 2010
Fernández Gómez Jorge, **Estrategia publicitaria y gestión de marcas,** McGraw Hill, 2016
De Toro Juan Manuel, **La marca y sus circunstancias,** Deusto, 2010

Recomendacións

Subjects that continue the syllabus

Creación publicitaria para medios audiovisuais/P04M082V11119
Creatividade e mensaxe publicitaria/P04M082V11115

Deseño gráfico/P04M082V11116
Deseño para medios dixitais/P04M082V11117
Deseño e produción para novas tendencias en comunicación/P04M082V11211
Fotografía publicitaria/P04M082V11118
Produción para medios audiovisuais/P04M082V11214
Produción para medios gráficos/P04M082V11213
Proxectos: creación e presentación/P04M082V11212

Subjects that it is recommended to have taken before

Deseño e produción para novas tendencias en comunicación/P04M082V11211
Teorías do deseño e a creatividade/P04M082V11111

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
Know the distinct characteristics of the textual message in the visual channels, auditory and audiovisual.	C12
	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.

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

IDENTIFYING DATA				
(*)Diseño gráfico				
Subject	(*)Diseño gráfico			
Code	P04M082V11116			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Dopico Castro, Marcos Fernández Álvarez, Olalla Molares Cardoso, Julinda Sueiro Graña, Tania			
E-mail	jmolares@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Introduction to the programs of graphic design assisted by computer, providing to the students the necessary tools to reflect the ideas.			

Training and Learning Results	
Code	
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.
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).
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.
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.
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.
C15	Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
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
Know the elements of the vectorial design and of the publishing design and his application in the field of a project.	A2 B1 B6 C6 C10 D3

Purchase basic knowledges of the design: structure, form, colour, space, volume, composition and perception. Recognise different technical of graphic expression.	A2 A5 B1 B6 C1 C6 C7 C9 C10 C15 D4
Apply different technical of creativity for each project of design of innovative form and generating new ideas	A5 B1 C1 C6 C7 C10 D3
Develop the capacity to generate a project of publishing design taking into account the supports, the market and the public to the that goes directed	A5 B6 C1 C6 C9 D4
Comprise the key elements of the design for the development of the publishing design	A5 B6 C6 C10 D3 D4
Understanding the basic composition of typographic morphology, rhythm, composition of words, and lines of text.	A2 B6 C1 C7 C10 C15 D4

Contents

Topic

- Fundamentals of vector design - Creation of a graphic corporate identity project
- Creative techniques - Production of a graphic corporate identity manual
- Fundamentals of editorial design: objectives and elements - Typography design
- Editorial elements and compositional principles - Creation of an editorial project.
- Typography in design: families, composition, and hierarchy
- Typographic selection and combination.

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	36	0	36
Project based learning	10	0	10
Essay	0	30	30
Essay	0	22	22
Essay	0	26	26
Essay	0	26	26

*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 of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise that the/the student has to develop
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.

Personalized assistance

Methodologies	Description
Lecturing	Students can receive advice on the subject matter and the development of their activities during class hours or tutoring sessions.
Project based learning	Students can receive advice on the subject matter and the development of their activities during class hours or tutoring sessions.

Assessment

Description	Qualification	Training and Learning Results				
Essay Creation of a project of graphic corporate identity	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Development of a manual of graphic corporate identity	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Design of typography	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Creation of publishing project	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	

Other comments on the Evaluation

CONTINUOUS EVALUATION

To pass the subject, students must submit all 4 assignments on the dates indicated by the teachers. Practices not submitted on the indicated day without justified cause (causes included in the regulation on evaluation, grading, and quality of teaching approved in the faculty meeting on April 18, 2023) will be considered failed, and the student must submit them in the second opportunity exam.

Each of the practical assignments will be valued on a maximum of 10 points and accounts for 25% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each of the assignments to pass. Once the provisional grades for each practice are published, the teacher will set a date for their revision, and once this date has passed, the grade will be considered final.

Attendance is mandatory. Students with unexcused absences cannot be evaluated and will be considered failed, and they will have to attend the second opportunity exam.

Requirements to pass the subject:

- Approval of all practical assignments
- Attendance to class

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

SECOND OPPORTUNITY

On the official exam day, the student must submit any failed assignments. Each practical assignment will be valued on a maximum of 10 points and accounts for 25% of the subject's evaluation.

It is necessary to obtain a minimum score of 50% (5 points) in each of the assignments to pass this part.

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

GLOBAL EVALUATION

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

The global evaluation test will be carried out on the date and time scheduled by the institution in the official exam calendar.

The student must pass each and every one of the planned evaluation tests described below, obtaining a minimum score of 5 points in each of them; otherwise, they will not be evaluated, and the subject will be failed.

Given the extent of the tests, students who opt for global evaluation must have 4 hours to take them from the official start time of the subject's exam according to the official calendar.

Description of the tests:

Test 1. Theoretical exam. The theoretical exam will be carried out. The exam is worth 40% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower score will not serve as an average with the other tests.

Test 2. Practical assignments. Submit the four assignments proposed by the teacher. The set of assignments (4) is worth 30% of the total grade. It is necessary to obtain a minimum score of 5 points in each of the assignments to pass this part. A lower score will not serve as an average with the other tests. The assignments will be submitted on the exam date and time. Details of the contents of the assignments, methodologies, and evaluation criteria will be provided to global evaluation students once the deadline for explicit resignation from continuous evaluation has ended.

Test 3. Practical activity. After taking the exam, students must perform practical activities similar to those carried out by continuous evaluation students, using the same resources and equipment used by them. The test will last a maximum of two hours from the start of the exam. Details of the tests, as well as evaluation criteria, will be sent to students no later than one month after their effective resignation from continuous evaluation. The selection of practical activities, as a whole, is worth 30% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower score will not serve as an average with the other tests.

Summary of the tests and percentage of valuation:

Test 1. Exam. Valuation of 40% of the total grade.

Test 2. Practical assignments. Valuation of 30% of the total grade.

Test 3. Practical activities. Valuation of 30% of the total grade.

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

Sources of information

Basic Bibliography

Complementary Bibliography

Skolos, N., **El Proceso del diseño gráfico: del problema a la solución: 20 casos de estudio**, Blume, 2012

Dabner, D., **Diseño gráfico: fundamentos y prácticas**, Blume, 2015

López López, Anna María., **Curso diseño gráfico: fundamentos y técnicas**, Anaya Multimedia, 2012

Chaves, N., **El oficio de diseñar**, Gustavo Gili, 2001

Wong, W., **Diseño gráfico digital**, Gustavo Gili, 2004

Rodríguez, D., **Manual de tipografía digital**, Campgráfico, 2016

Aicher, O., **El mundo como proyecto**, Gustavo Gili, 1994

Martín Montesinos, J.L., **Manual de tipografía: del plomo a la era digital**, Campgráfico, 2017

Müller-Brockmann, J., **Sistemas de retículas Un manual para diseñadores gráficos**, Gustavo Gili, 2012

Recommendations

IDENTIFYING DATA**(*)Diseño para medios dixitais**

Subject	(*)Diseño para medios dixitais			
Code	P04M082V11117			
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	Legerén Lago, Beatriz			
Lecturers	Abuín Penas, Javier García Ariza, Alberto José Legerén Lago, Beatriz			
E-mail	blegeren@uvigo.es			
Web	http://http://masterdirecciondearte.webs.uvigo.es/			
General description	Introduction to the development, analysis, and design of interactive and digital projects. Knowledge of content management (CMS), SEO positioning, and web analytics.			

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	
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
C3	Fomentar la capacidad analítica, crítica y reflexiva en relación la creatividad publicitaria, con un conocimiento teórico, técnico yestético sobre los orígenes, el panorama actual y las nuevas tendencias de la dirección de arte en publicidad.
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.
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.
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
Comprise as it works internet	A1 C1 D1
Propose interactive projects of innovative content applying the base of the interactive communication	B1 B2 B4 B6 C3 D4

Create a web page with a CMS with specific guidelines	A2 A3 B4 B6 C9 C10 C14 D4
Customise the graphic appearance of a web page / blog applying styles CSS	A2 B2 C9 C10 D4
Dominate the technicians of editorial for web and blogs, in accordance with the criteria CATHEDRAL and the understanding of the analytical web	A2 B2 C9 C14 D4

Contents

Topic	
Of the idea to the screen	Introduction to the development of interactive projects
Analysis and Design of projects web and digital	Principles of the web design. Technical analysis of webs
Know and develop systems of management of contents (CMS)	Basic principles of HTML and CSS Design, configuration, handle and management of Wordpress Implementation of changes of style in CSS in Wordpress
SEO positioning	Principles of SEO positioning On-page SEO Off-page SEO Future perspectives of SEO.
Analytical Web	Installation of a solution of analytical Main metric. Understanding and reports of analytical web

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	4	4	8
Project based learning	12	37	49
Collaborative Learning	6	10	16
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	Exhibition by part of the professor/the one of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise that the/the student has to develop
Project based learning	Realisation of activities that allow the cooperation of several matters and confront to the students/the, 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
Collaborative Learning	The students will have to make in group the conceptual design of a web on a subject assigned by the educational.

Personalized assistance

Methodologies	Description
Lecturing	They will attend and they will resolve the exposed doubts by the students in relation with the contents of the matter
Collaborative Learning	Along the collaboration work developed in the classroom, the professor will attend the doubts of the students

Assessment

Description	Qualification Training and Learning Results

Project based learning (*)Desenvolvemento e execución dunha páxina web a través de un CMS coa súa optimización e revisión.	40	A1 A2	B4	C3 C9 C10	D4
Collaborative Learning (*)Deseño conceptual dunha web, dende a idea o mockup	40		B1 B2 B6	C1 C14	
Systematic observation(*)Asistencia e participación na aula e / ou en actividades programadas	20	A3			D1

Other comments on the Evaluation

The student will opt for two types of assessment: continuous assessment and global assessment

The students must inform the teacher of their express resignation to the continuous evaluation system within the period established by the center for that purpose, together with the completed and signed document authorized for that purpose.

1- Continuous evaluation. The previous percentages and concepts (Project-based learning, collaborative learning and systematic observation) will be applied, with the following considerations: Class attendance is mandatory since one of the methodologies is collaborative learning (they will work in a team), so it is recommended that students who choose continuous assessment attend.

In the second call (July) the same qualification criteria will be applied, although the Collaborative Learning and Systematic Observation will not be re-evaluated, maintaining the qualification of the first edition. The student will have to improve his grade through an individual project.

2. Global assessment - In accordance with what is established in the Student Statute of the University of Vigo, students who do not opt for the continuous assessment modality will have the right to a global test on the dates determined by the Faculty. It will be a single test and will have a grade between 0 and 10, just like in the continuous assessment. The global assessment 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 provided below, obtaining a minimum qualification of 5 points in each of them.

This modality will consist of three practices, two of which must be delivered on the day of the exam and the presentation of the work.

1. preparation of the design of a website presenting the requirements document thereof (40%)
2. project development through a CMS (40% of the grade),
3. and presentation of the same (20%).

In the second call (July) the same qualification criteria will be applied.

NOTES OF INTEREST

- The student must pass with the minimum mark (5 points out of 10 or equivalent) each of the assignments or exercises included in each of the methodologies or tests.
- It is necessary to deliver and pass all proposed activities and work to pass the subject.
- The detection of fraudulent practices or plagiarism of code will lead to suspension in the matter.

Sources of information

Basic Bibliography

Complementary Bibliography

Xabier Martínez Rolán, **Diseño de Páginas Web: WordPress para todos los públicos**, UOC, 2019

Javier Eguluz Pérez, **Introducción a CSS**, 2009

Thord Daniel Hedengren, **Smashing WordPress Themes: Making WordPress Beautiful**, John Wiley & Sons Ltd.,

Recommendations

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	http://masterdirecciondearte.webs.uvigo.es			
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 specialities 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.

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

Recommendations

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			
E-mail	silviamiron@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
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
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
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	C1
				B4	C13
				B5	
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	C1
				B2	C7
				B4	C9
				B5	C13
					C14
Case studies	Analysis of audiovisual advertising campaign cases and proposals.	30		B1	C13
				B5	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

IDENTIFYING DATA**(*)Diseño e producción para novas tendencias en comunicación**

Subject	(*)Diseño e producción para novas tendencias en comunicación			
Code	P04M082V11211			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	García Crespo, Oswaldo			
Lecturers	García Crespo, Oswaldo Guerra Teiga, Xosé Pérez Fidalgo, Rafael Torres Romay, Emma			
E-mail	oswaldogarcia@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Subject that enables students to: Design new and innovative projects using the latest trends in communication. Integrate knowledge, deal with complexity and make judgments with the information available. Adapt creative processes to Bellow the line strategies Find technological solutions the strategies of an interactive nature Analyze aesthetic proposals from the perspective of New Media Structure and develop proposals for intervention of the physical space. Subject of the English Friendly program. International students may request from the teaching staff: a) materials and bibliographical references for follow-up of 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.
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	
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.
B3	
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
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.
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.
- 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.
- 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.
- 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.
- C15 Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
- D4 (*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results
Design new and innovative projects employing the last trends in communication.	A1 A2 A5 B1 B3 B4 B5 B6 C1 C2 C4 C5 C6 C7 C9 C10 C14 D4
Integrate knowledges, confronted to the complexity and formulate judgements with the available information.	A2 A3 B1 C1 D4
Adapt creative processes the strategies Bellow the line	A1 A2 A5 B1 B2 B5 C2 C4 C5 C6 C7 C15 D4
Find technological solutions the strategies of interactive nature	A2 A5 B1 B6 C5 D4
#Analyze aesthetic proposals from the perspective of the New Media	A2 B5 C4 C5

Structure and develop proposals of intervention of the physical space.

A1
A2
B1
B2
B5
B6
C2
C4
C5
D4

Contents

Topic	
Topic 1. Definition of the current media ecosystem. Non-technological based communicative proposals	1.1. Own media: product placement, advergaming, sponsorship. 1.2. Earned media: flagship stores, pop-up stores and other proposals. 1.3. Paid media: brand prescription (celebrities to influencers)
Topic 2. Proposals for dynamization between traditional communication and technology	2.1. Special actions: guerrilla marketing, direct marketing, ambient, street marketing. 2.2. Transformation process from traditional media to the new proposal. 2.3. Initial technological application: email marketing, direct marketing, social media. 2.4. The importance of content: content marketing vs. brand content, storytelling vs. storydoing, native advertising.
Item 3. Technology-based communication proposals.	3.1. technology and creativity 3.1.1. Trend analysis. 3.1.2. Social innovation and audiovisual Branded Content. 3.1.3. Software as a base. 3.1.4. New media art and advertising campaigns. 3.1.5. Brand experience. 3.2. Visual data: data visualization and New Media. 3.2.1. The aesthetics of the data. 3.2.2. Introduction to data visualization. 3.2.3. History of data visualization.

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies	8	15	23
Workshops	4	20	24
Laboratory practical	4	17	21
Lecturing	12	7	19
Project	6	10	16
Project	4	8	12
Project	4	11	15
Project	8	12	20

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

Methodologies

	Description
Case studies	Study of practical cases by the student in which they apply the knowledge gained in the lectures and analysis of each of them.
Workshops	Development of practical cases
Laboratory practical	Learning of tools of creation in real time and intervention of the physical space with audiovisual material. Adaptation of tools known of design to the service of the visualization of data.
Lecturing	Explanation of the basic concepts of the subject: from the current media ecosystem to current strategic and formal trends.

Personalized assistance

Methodologies	Description
Workshops	The development of the projects associated with the contents of the subject begin during the face-to-face teaching sessions.
Laboratory practical	Software tutored learning

Tests	Description
Project	

Assessment						
Description	Qualification	Training and Learning Results				
Project 1: Design and production of an innovative campaign. The proposal will include guerrilla advertising techniques, direct marketing and an exercise in adapting a mass media campaign to estimated media.	20	A1 A2 A3 A5	B1 B2 B3 B4 B5 B6	C1 C2 C3 C4 C5 C6 C7 C9 C10 C14	D4	
Project 2: Diseño e produción dunha campaña que contemple a adaptación dunha campaña en medios masivos a medios estimados	40	A1 A2 A3 A5	B1 B2 B3 B4 B5 B6	C1 C2 C3 C4 C5 C6 C7 C9 C10 C14 C15	D4	
Project 2: Prototyping of a data visualization proposal	20	A1 A2 A3 A5	B1 B2 B3 B4 B5 B6	C1 C2 C3 C4 C5 C6 C7 C9 C10 C14	D4	
Project 3: Prototyping of a brand experience linked to a space intervened with audiovisual footage	20	A1 A2 A3 A5	B1 B2 B3 B4 B5 B6	C1 C2 C3 C4 C5 C6 C7 C9 C10 C14	D4	

Other comments on the Evaluation

The information on the evaluation tests, their format, length, evaluation rubric and delivery channels will be detailed through the Moovi platform. It is the responsibility of the student or student to be attentive to the information uploaded and collect the specific and complementary information that is necessary to pass the subject.

CONTINUOUS ASSESSMENT

Attendance and participation may have a negative influence at the individual level in the evaluation of work delivered in groups up to 50% of the grade.

To pass it is necessary to achieve a pass in the following three qualifications: average of projects 1 and 2, project 3 and project 4.

Deliveries out of date are subject to a 50% reduction of the qualification of that work.

SECOND CHANCE AND END OF CAREER

The students who have approved any of the parts of the subject (average of projects 1 and 2, project 3 or project 4) will be able to keep the note and they will only have to present themselves suspended.

GLOBAL EVALUATION SYSTEM

The global evaluation of the subject includes a practical block with a global duration of 5 hours. It will be mandatory to pass each of the four parts to pass the subject:

Part 1: Delivery of two projects:

- Visualization of data (Visual Data)

- Guerrilla, direct MK + Branded content

Part 2: Oral defense of an exercise to adapt a mass media campaign to estimated media

Part 3: Carrying out in real time the [branded space] exercise.

Part 4: Drafting of a report of the activities carried out that includes the justification of the associated competences in the matter in relation to the challenges of the sector

Each of the parties will weigh as follows: 20%, 30%, 30% and 20%

The date of the global evaluation test will coincide with the official exam tests in the first and second calls.

Sources of information

Basic Bibliography

MICHAEL DORRIAN, **PUBLICIDAD DE GUERRILLA**, Gustavo Gili., 2006

KEVIN ROBERTS, **LOVEMARKS: EL FUTURO MAS ALLÁ DE LAS MARCAS**, EMPRESA ACTIVA, 2005

GAVIN LUCAS, **PUBLICIDAD DE GUERRILLA 2: OTRAS FORMAS DE COMUNICAR**, Parramon, 2011

Aitken, Doug, **Broken Screen: Expanding The Image, Breaking The Narrative: 26 Conversations with Doug Aitken**, 2005

PAUL ARDEN, **PIENSES LO QUE PIENSES PIENSA LO CONTRARIO**, MAEVA, 2008

Complementary Bibliography

Spies, **Branded Interactions: Creating the Digital Experience**, 2015

Recommendations

IDENTIFYING DATA**(*)Proyectos: creación e presentación**

Subject	(*)Proyectos: creación e presentación			
Code	P04M082V11212			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	García Mirón, Silvia			
Lecturers	Badenes Plá, Vicente García Mirón, Silvia Garnil Rodríguez, Alberto Gulías Piñeiro, Camilo Varela Díaz, Miguel Anxo Varela González, Javier			
E-mail	silviamiron@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	The subject consists of various workshops that complement each other in the design and management of projects, both for personal branding (including key aspects of entrepreneurship) and external projects. In addition, there is an approach to various tools for their presentation and enhancement (interviews, idea pitching, visual tools supported by calligraphy or illustration, etc.).			

Training and Learning Results

Code	
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.
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.
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.
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
C5	Capacidad para identificar las nuevas tendencias vinculadas a la publicidad y la comunicación mediante el empleo de herramientas y bases de datos específicas.
C13	Práctica sistemática de autoevaluación crítica de resultados: valoración de la importancia de corregir los errores cometidos en el proceso creativo.
C15	Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
D2	(*)Capacidad para comunicarse por oral e por escrito en lengua gallega.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results
To know and develop skills to organize and manage projects.	A2 B2 B6 C1 D4
To understand, in a theoretical and practical manner, how to approach the development of an entrepreneurial project, identifying the phases in which it is structured.	B2 B6
To understand the development of creating and managing a personal brand and its application to different media.	C5 C13 C15
Creation and organization of a personal portfolio.	A2 B6 C15

To learn about tools and resources for creating effective creative presentations.	A4 D2
To learn and put into practice different methodologies for oral presentation of ideas and projects.	A2 A4 D2

Contents

Topic	
1. Creation and management of personal projects.	1.1. Keys for the entrepreneur 1.2. Creativity and innovation for the entrepreneur
2. Design, planning and management of a personal portfolio.	2.1. The personal portfolio like a key for the creation of a personal branding 2.2. How present and manage a personal portfolio 2.3. Cases of success
3. Presentation of ideas and projects: planning and methodologies.	3.1. The narrative in the presentation of ideas 3.2. Methodologies of presentation and/or defence of ideas 3.3. Keys for an effective presentation: verbal communication and no verbal.
4. Calligraphy, packaging and other proposals applied to the design	4.1. Concept board: Definition and uses 4.2. The calligraphy and the typography like creative tools 4.3. The packaging like tool of communication. 4.4. The sustainability applied to the design

Planning

	Class hours	Hours outside the classroom	Total hours
Workshops	10	15	25
Systematic observation	10	0	10
Portfolio / dossier	3	9	12
Portfolio / dossier	1	9	10
Portfolio / dossier	1	8	9
Portfolio / dossier	1	8	9

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

Methodologies

	Description
Workshops	The course consists of several workshops that shape the subject, focusing on learning how to manage a personal brand, effectively pitch projects and ideas, and acquire the tools to launch personal projects. These workshops cover topics such as calligraphy, packaging, entrepreneurship, presentations, idea pitching, portfolio development, sustainability, and design.

Personalized assistance

Methodologies	Description
Workshops	The different workshops are conducted in-person in the classroom, and support is provided for their content and practical exercises through both in-person and online tutoring.

Assessment

	Description	Qualification	Training and Learning Results
Systematic observation	It is valued the assistance and participation in the lessons	20	A2
Portfolio / dossier	Practice 1	20	B6 C5 C13 C15 D4
Portfolio / dossier	Practice 2	20	B6 C5 C13 C15 D4
Portfolio / dossier	Practice 3	20	B6 C5 C13 C15 D4
Portfolio / dossier	Practice 4	20	B6 C5 C13 C15

Other comments on the Evaluation

GUIDELINES ON THE CONTINUOUS EVALUATION SYSTEM

Practices and Weighting Percentage

The subject is structured into several workshops. The practices carried out in these workshops constitute 80% of the grade. The remaining 20% is based on attendance in the different workshops (systematic observation).

P1. Practice 1. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

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

P4. Practice 4. Weighting: 20% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

A1. Attendance to classroom sessions. Weighting: 20% of the total grade. Attendance will be recorded in all subject sessions (attendance sheet indicating name, ID, and signature). This will serve as evidence of attendance and the only way to qualify for the 20% weighting.

$P1(20\%) + P2(20\%) + P3(20\%) + P4(20\%) + A1(20\%) = 100\%$ of the grade

SECOND CHANCE. BRIEF DESCRIPTION

Students who follow the continuous evaluation must pass in a second opportunity any methodologies or tests that were not passed in the first attempt.

To coordinate the second chance, 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 chance conditions described here apply to all subsequent opportunities.

GUIDELINES ON THE GLOBAL EVALUATION SYSTEM

The default evaluation system at the University of Vigo is the continuous evaluation system. Students who choose the global evaluation system must follow the following guidelines.

Mandatory formal guidelines prior to evaluation:

Students must inform the teacher of their explicit renunciation of the continuous evaluation system within the deadline established by the institution, attaching the duly completed and signed document provided for this purpose.

Guidelines on the evaluation day:

The global evaluation test will be conducted on the date and at the times set by the institution in the official examination calendar, and it will systematically assess all methodologies and tests established in the course guide. Students must pass each and every evaluation test, obtaining a minimum score of 5 points in each of them.

Practices and Weighting Percentage

P1. Practice 1. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P2. Practice 2. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P3. Practice 3. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

P4. Practice 4. Weighting: 25% of the total grade. Information regarding the tasks to be performed, their format, length, evaluation rubric, and submission channels will be explained in person in the classroom and/or through the Moovi platform.

$P1(25\%) + P2(25\%) + P3(25\%) + P4(25\%) = 100\%$ of the grade

Information about evaluation tests, their format, length, evaluation rubric, and submission channels will be provided in detail through the Moovi platform. It is the student's responsibility to pay attention to the uploaded information and collect the specific and complementary information required to pass the subject.

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 estudantado" (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

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Mono, **Identidad corporativa. De brief a la solución final**, Gustavo Gili., 2004

Hyland, A./King, E., **Cultura e identidade. El arte de las marcas**, Blume., 2006

Aaker, D., **Construir marcas poderosas**, Gestión 2000, 2002

Álvarez Marañoñ, G., **El arte de presentar : cómo planificar, estructurar, diseñar y exponer presentaciones**, Gestión 2000, 2020

Complementary Bibliography

Nguyen, Kenny, **Presentaciones memorables : crea experiencias únicas que cautiven a tu audiencia**, Empresa Activa,, 2017

García Carbonell, R., **Presentaciones efectivas en público : ideas, proyectos, informes, planes, objetivos, ponencias, comunicaciones**, Edaf, 2013

Ríos Nouveau, R., **Manual de presentaciones efectivas**, Editorial Emprenden, 2012

Estulín, D., **Cómo realizar con éxito presentaciones en público**, Grupo Negocios de Ediciones y Publicaciones : La G, 2004

Harris, D., **Directorio de caligrafía : 100 alfabetos completos y cómo caligrafiarlos**, Acanto, 2004

Martin, J., **Guía completa de caligrafía : técnicas y materiales**, Hermann Blume, 1996

Trabajo autónomo y fomento del emprendimiento : mitos y realidades, Bomarte, 2006

Recommendations

Subjects that it is recommended to have taken before

(*)Creación publicitaria para medios audiovisuais/P04M082V11119

(*)Creatividade e mensaxe publicitaria/P04M082V11115

(*)Dirección e xestión publicitaria/P04M082V11112

(*)Deseño gráfico/P04M082V11116

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

(*)Fotografía publicitaria/P04M082V11118

(*)Planificación estratéxica/P04M082V11114

(*)Tendencias do sector/P04M082V11113

IDENTIFYING DATA**(*)Producción para medios gráficos**

Subject	(*)Producción para medios gráficos			
Code	P04M082V11213			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	López de Aguilera Clemente, Carmen			
Lecturers	de Castro Pedrouzo, Daniel Gulías Piñeiro, Camilo López de Aguilera Clemente, Carmen			
E-mail	caguileta@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	A graphic project can cover a wide range of work, such as posters, packaging, books, catalogs, magazines, manuals, reports, brochures, billboards, commercial signs, CD covers, business cards, and any type of product or object that carries a design applied to its surface. Different printing systems and media with their own characteristics are used for their execution, which is essential to master in order to successfully carry out our work.			

Training and Learning Results

Code	
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.
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.
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.
B6	(*)Capacidad para diseñar y gestionar proyectos complejos en el ámbito de la Publicidad y el Diseño.
C6	Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.
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.
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.
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.
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
Generate innovative ideas attending to the market trends and to the reality of the company for diverse surroundings and advertising supports charts	A2 A4 B2 B6 C6 C7 C10 D3 D4
Move the creative idea to distinct surroundings and graphic supports, taking into account the creative requirements of the customers	A2 A4 C7 C10 C14

Execute the visual production of a campaign in function of the characteristics and peculiarities of each support.	A2 A4 B2 B6 C6 C7 C10 C14
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Contents

Topic

Of the advertising concept to the materialisation of the creative idea, adaptation and production.	Workshop for the execution and creative application in graphic means <ul style="list-style-type: none"> - Presentation, sample of a selection of works and explanation of the process of production. - Analysis and understanding of what has to do a professional of the creativity, the design or the impression, and what does not have to do to the hour to confront to a commission. - The economic questions, economy of the time, the process offering more in return of less. How organise the process of production to improve the profits of a commission. - Read the commission, understand to the customer, and optimise the graphic means that will condition the process. - Consult with other professionals and the relation with them before and during the process of production. - The importance to know how say that yes and how say that no in any field of the graphic production. - Cultivate the loyalty to the customer during the process, and how this can bring achieve the opening of another new process. - Present first ideas, define the way and resolve presentations, informing to the customer of the technical requests of the process but without forcing to that it comprise it. - How show the result in phase beta. How use the RRSS in favour of the process. How design for RRSS, with examples. Mockups vs Real samples. On-line deal vs personal deal. - The terms. The importance to fulfil them and to advance in all the phases
Prepress, color management, types of paper, finishes, prepress, printing systems, budgeting, and logistics.	Workshop on the steps and elements involved in the prepress and printing process. <p>Budgeting: an aspect to consider Types of paper, formats, weights, volume, or grain. Color proofs Finishing techniques Estimated quantities and delivery times according to the type of project Design, Creativity, and Prepress: Design objectives and how to develop them graphically Color management Variable data Images with Pantone channels, how to create them Proper conversion of Pantone to CMYK using FOGRA methods Common mistakes Folding Overprints and bleeds Rich black and photo homogeneity over vectors Interactive shadows and transparencies Etc...</p> <p>Printing: Offset, Inkjet, Digital, Gravure, Screen printing, Typography, Pad printing, Flexography, Risography Which system to use, for what, and why?</p> <p>Finishing: UV, Embossing, Lamination, Embossing, Debossing, Foiling, Die-cutting, Stamping, etc...</p> <p>Logistics: aspects to consider.</p>

Planning

	Class hours	Hours outside the classroom	Total hours
Presentation	2	4	6
Mentored work	10	30	40
Lecturing	8	16	24
Problem and/or exercise solving	5	0	5

*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 have elaborated in this module.
Mentored work	Preparation of a work from the theoretical contents developed in the matter: creation of an advertising campaign for conventional means
Lecturing	Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions.

Personalized assistance

Methodologies Description

Mentored work	Follow-up of the work developed for the previous module exhibition in the classroom
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Assessment

	Description	Qualification	Training and Learning Results	
Presentation	Exhibition of the final work of the module.	20	A2	C10 C14
Mentored work	It will evaluate the practical application of the contents tackled in a work that delivers after the teaching of the module.	40	A4	B6
Problem and/or exercise solving	It will evaluate the resolution of the works posed by the educational.	40		C10 C14

Other comments on the Evaluation

Continuous assessment system

Practices and percentage of assessment:

- Tutored work. Worth 40% of the total grade. The resolution of assignments proposed by the teachers will be evaluated.
- Presentation. Worth 40% of the total grade. Presentation of the work.
- Attendance to classroom sessions. Worth 20% of the total grade. Attendance of the members will be noted in all sessions of the subject (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% assessment.

Assessment will be between 1 and 10, and it is essential to achieve a grade of 5 in each of the works to pass.

Second chance:

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

Assessment will be between 1 and 10, and it is essential to achieve a grade of 5 in each of the works to pass.

Global assessment system:

The default evaluation system at the University of Vigo is the continuous assessment system. Students who opt for the global assessment 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

set by the center, attached to the document enabled for this purpose and signed.

Guidelines on the day of evaluation:

The global assessment test will be carried out on the dates and times planned 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 assessment tests planned, obtaining a minimum score of 5 points in each of them.

Practices and percentage of assessment:

- Project. Worth 40% of the total grade. Submission of the project.
- Exam. Worth 40% of the total grade. Exam on the subject matter explained in the sessions.
- Presentation. Worth 20% of the total grade. Presentation of the project.

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

GARCÍA UCEDA, M., **Las claves de la publicidad.**, ESIC, 1999

ROYO VELA, M., **Comunicación publicitaria.**, Minerva, 2002

Complementary Bibliography

Recommendations

IDENTIFYING DATA				
(*)Producción para medios audiovisuais				
Subject	(*)Producción para medios audiovisuais			
Code	P04M082V11214			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Frade Fraga, Sergio			
Lecturers	Frade Fraga, Sergio González Portela, Daniel			
E-mail	sergiofradefraga@gmail.com			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Production, realization, and post-production of audiovisuals.			

Training and Learning Results	
Code	
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.
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.
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
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.
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.

Expected results from this subject	
Expected results from this subject	Training and Learning Results
Manage projects from his planning (production) to the execution and final art in the context of the audiovisual means already was of autonomous form as working in a team.	A2 B4 B6 C7 C14
Apply the knowledges of the audiovisual language to the preparation of an audiovisual advertising original obeying to strategic criteria of a *anunciante.	A2 A5 B4 C1 C7 C14
Knowledge of the necessary technical means for the execution of audiovisual advertising pieces.	A2 B2 B6 C1 C7

Contents
Topic

Pre-production: equipment, planning, documentation, and resources.

Pre-production: advertising script or technical script.

Production and shooting	Production documentation for the realization of the audiovisual work.
Edition and postproduction	Workshop of shooting
	Workshop of edition of video

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	12	0	12
Practices through ICT	12	0	12
Mentored work	3	48	51

*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.
Practices through ICT	Workshop
Mentored work	Practices of field Learning based in projects

Personalized assistance

Methodologies Description

Mentored work	The students will explain with the support of the @docente stop the realization of the his project
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Assessment

	Description	Qualification	Training and Learning Results		
Lecturing	Master session. The practical application of the contents covered will be evaluated in a work that will be submitted after the module has been taught.	20	A2	B2	C1
Practices through ICT	Making use of practical explanatory sessions for the practical application of the contents covered in the master sessions.	40	A5	B2 B6	C7
Mentored work	Design, realization, editing, and post-production of an audiovisual advertising piece about a product, service, or idea following the predefined corporate strategy.	40	A2 A5	B2 B4 B6	C1 C7 C14

Other comments on the Evaluation

The student can choose between two types of qualifications: continuous assessment and global assessment.

1- Continuous assessment:

The percentages and concepts mentioned above will be applied (Master session, Practices with ICT support, and supervised work). The final grade will be the average of the 3 sections, according to their relative percentages. The grades of the approved parts will be kept for the next assessment.

The same criteria will be applied in the second edition. All details related to practices, supervised work, delivery schedule, correction criteria, as well as grades, will be published on the MOOVI platform. It is the responsibility of the student to keep up with this information, as it will not be provided through any other means.

Attendance to the theoretical and practical sessions during the established schedule is mandatory. The practices will mainly take place in class, so attendance will be monitored. Works and practices submitted after the deadline will not be evaluated.

2- Global assessment:

In accordance with the provisions of the Regulation on Evaluation, Qualification, and Teaching Quality, and the Student Learning Process, the student who does not choose the continuous assessment modality will have the right to a global exam on the dates determined by the Faculty. It will be a single test that allows the students to qualify between 0 and 10, just like in the continuous assessment.

This possibility must be expressly requested by the student in advance, following the procedures established by the Faculty's Dean's Office, and will automatically cancel all grades obtained by the continuous assessment modality.

The aforementioned procedure can be consulted on the MOOVI platform. Requests will not be accepted after the established

deadline, and once the right is recognized, it cannot be withdrawn.

The tests will take place on the date and time officially established by the Faculty. As a general rule, the duration of this official test is two hours. For the global assessment, each student will need an additional 3 hours (5 from the start of the test) to complete it. It will consist of the following:

- 1st - Theoretical exam (30% of the grade). A test of development questions will be presented related to the contents covered in the master session, which will be available to the students on the MOOVI platform.
- 2nd - Final work (40% of the grade). Similar to the proposal in continuous assessment. The student will deliver on the final assessment day a final transmission master that will consist of the design, realization, editing, and post-production of an audiovisual advertising piece about a product, service, or idea following the predefined corporate strategy.
- 3rd - Practical test (30% of the grade). Performing a practical test using the means and spaces of the Faculty. This test will take place after the theoretical exam and will have a maximum duration of 3 hours.

The final grade will be the average of the 3 parts, according to their corresponding percentages.

The same criteria will be applied in the second opportunity (July).

All details of the exam structure, work and practice statements, delivery schedule, correction criteria, as well as grades, will be published on the MOOVI platform. It is the responsibility of the student to keep up with this information, as it will not be provided through any other means. Any aspect not covered in this guide will be resolved according to the aforementioned Regulation on Evaluation, Qualification, and Teaching Quality and the Student Learning Process:

<https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

Sources of information

Basic Bibliography

MARZAL FELICI, JOSÉ JAVIER (COORD.), GÓMEZ TARÍN, FRANCISCO JAVIER (COORD.), **El productor y la producción en la industria cinematográfica**, Editorial Complutense, 2009

JACOSTE, JOSÉ, **El productor cinematográfico**, Síntesis, 2004

MARTÍN PROHARAM, Miguel Ángel, **La organización de la producción en el cine y la tv**, Forja, 1984

SIMPSON, ROBERT S., **Manual práctico para producción audiovisual**, Gedisa, 1998

Complementary Bibliography

Recommendations

Subjects that it is recommended to have taken before

(*) Creación publicitaria para medios audiovisuais/P04M082V11119

IDENTIFYING DATA				
(*)Producción para medios dixitais				
Subject	(*)Producción para medios dixitais			
Code	P04M082V11215			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	García Ariza, Alberto José Iglesias Fuertes, Víctor Legerén Lago, Beatriz			
E-mail	blegeren@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Introduction to the reference software for creating web and multimedia content.			

Training and Learning Results	
Code	
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.
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
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.
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.
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.

Expected results from this subject	
Expected results from this subject	Training and Learning Results
Identify and know the necessary elements in the field of the design and development stop bear interactive, enabling to the student exert it competent in the professional field of the advertising; and they allow to the professional future autonomy in the learning.	A5 C1
Adapt an advertising original to the creative needs and of production of each of the bear advertising.	C10
Build, produce and design effective creative messages adapted in each moment to the social and technological changes that can produce .	C9 D1 D3
Develop innovative advertising projects entering the necessary technological novelties to adapt them to the different bear interactive.	D2

Contents	
Topic	
Approximation to developmental languages of projects web from the perspective of the direction of art.	Developmental languages
Introduction to Digital Marketing and basic Digital Strategy	1 Strategies 2 Message 3 Design
Digital communication: Bases of SEO and marketing of Contents	1. Social ads in Facebook: formats 2. Social ads in Instagram: formats 3. Creation of proposals and analysis of cases
Bases of copywriting and Paid Media.	1. That is it SEM and how works 2. Campaigns of SEM in Google 3. Strategies SEM

Design and usability for digital media (FIGMA)	<ol style="list-style-type: none"> 1. Professional profiles in digital production 2. UX vs UI 3. Basic principles of UX 4. UI design systems 5. Prototyping tools (FIGMA): <ol style="list-style-type: none"> 5.1. Interface 5.2. Prototyping creation 5.3. Measurements, sizes, colors, and typography. Creation of style libraries 5.4. Creation of components.
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Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	5	5	10
Autonomous problem solving	7	35	42
Laboratory practical	5	0	5
Project	3	15	18

*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, attaching audiovisual material during the sessions.
Autonomous problem solving	Development of one project interactive
Laboratory practical	Development of banners

Personalized assistance

Methodologies	Description
Autonomous problem solving	Development of one project interactive
Laboratory practical	Presentation of a creative concept consistent with the current foundations of Digital Marketing.

Assessment

	Description	Qualification	Training and Learning Results
Autonomous problem solving	Realization of projects stop bear interactive	40 A5	C1 C9 C10
Laboratory practical	Design of campaign Sem	20	C9 D3
Project	Realization of projects stop bear interactive	40 A5	C10 D1 D2

Other comments on the Evaluation

The student will have two types of evaluation: continuous assessment and global assessment.

Students must inform the teacher of their express resignation from the continuous assessment system within the deadline set by the center for this purpose, attached to the document enabled for this purpose and signed.

1. Continuous assessment.

The percentages and concepts mentioned above will apply (Autonomous problem-solving, laboratory practices, and project), with the following considerations:

Attendance to classes is not mandatory, but it is desirable as it will be where the basis of the subject is explained.

In the second call (July), the same evaluation criteria will be applied, although Collaborative Learning and Systematic Observation will not be re-evaluated, maintaining the grade of the first edition. The student will have to improve their grade through an individual project.

2. Global assessment - According to the provisions of the Student Statute of the University of Vigo, the student who does not opt for the continuous assessment modality will have the right to a global test on the dates determined by the Faculty. It will be a single test and will have a qualification between 0 and 10, just like in continuous assessment.

The global assessment test will be carried out on the dates and times planned by the center in the official exam calendar. The student must pass each and every one of the assessment tests planned, obtaining a minimum score of 5 points in each of them.

This modality will consist of three practical works, two of which must be submitted on the day of the exam and the presentation of the work.

Completion of the interactive project following the teacher's instructions (40%)

Design of a SEM campaign (20%)

Presentation of the project carried out, indicating in detail each of the development phases (40% of the grade)

In the second call (July), the same evaluation criteria will apply.

IMPORTANT NOTES:

The student must pass each of the activities or exercises contemplated in each of the methodologies or tests with a minimum grade of 5 points out of 10 or equivalent.

It is necessary to complete and pass all proposed activities and works to pass the subject.

The detection of fraudulent practices or plagiarism of code will result in a failing grade.

Sources of information

Basic Bibliography

Kawasaki, Guy, **El arte del social media**, Anaya Multimedia, 2016

Lovett, John, **Social media : métricas y análisis**, Anaya Multimedia, 2012

Marquina-Arenas, Julián, **Plan social media y community manager**, UOC, 2012

Qualman, Erik, **Socialnomics : how social media transforms the way we live and do business**, Wiley & Sons, cop, 2013

Mejía Llano, Juan Carlos, **La Guía avanzada del**, Anaya Multimedia, 2015

Elósegui, Tristán, **Marketing analytics : cómo definir y medir una estrategia online**, Anaya Multimedia, 2015

Complementary Bibliography

Kholmatova, Alla, **Desing Systems**, Samshing books, 2017

Santa María, Jackson, **On web Typography**, A boook aparta, 2014

Wathan, A; Schoeger, S, **Refactoring UI**, Digital Book, 2020

Yablonski, Jn, **The laws of UX**, O reilly, 2020

Recommendations

Subjects that continue the syllabus

(*)Diseño e producción para novas tendencias en comunicación/P04M082V11211

Subjects that are recommended to be taken simultaneously

(*)Diseño para medios dixitais/P04M082V11117

IDENTIFYING DATA**Internships**

Subject	Internships			
Code	P04M082V11217			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	López de Aguilera Clemente, Carmen			
Lecturers	López de Aguilera Clemente, Carmen			
E-mail	caguileta@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	Mandatory internships in companies			

Training and Learning Results

Code	
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.
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.
B3	
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.
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.

Expected results from this subject

Expected results from this subject	Training and Learning Results
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The student will put into practice the knowledge acquired during the Master's degree, focusing on their practical application. Among the acquired knowledge, we can find:	A2
	A3
	A4
Creating and developing project ideas in the advertising field.	B1
Conceiving, producing, and designing effective creative messages within an advertising strategy.	B2
Writing advertising texts fluently and adapting them to the creative needs of a message.	B3
Adapting to the creative demands of clients who require an advertising service.	B4
Adapting an advertising message to its different audiences.	B5
Adapting an advertising original to the creative and production needs of each of the advertising media.	B6
Coordinating teams and leading the creation of advertising campaigns from a creative point of view.	C1
	C3
	C6
	C8
	C9
	C14

As a result of learning and skill acquisition, the student must:

Master the work tools to autonomously work as an advertising creative (in its various forms) once the Postgraduate Course is completed and passed.
 Take on thematic risks and innovative ideas in the creation and development phase of advertising content for different media and platforms.
 Systematize critical self-evaluation of results: assessing the importance of correcting mistakes made in the creative process.
 Organize and schedule tasks to meet the delivery deadlines of originals according to a determined advertising strategy.

Contents

Topic

Realization of practical how directors of art, creative advertising, designers etc., in departments of art of agencies, advertising producers, consultants, and any another company, preferably of the sector, that need two knowledges of a director of art and image and of communication, providing or direct contact with the professional world and professional specialists.	Participation in period of practices two students in distinct companies of different sector that require the profile of students of the master
	Finalized these, the Coordinator/it of the subject will receive a report detailed attaches give activities realized pole student or the student.

Planning

	Class hours	Hours outside the classroom	Total hours
Practicum, External practices and clinical practices	0	150	150

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

Methodologies

	Description
Practicum, External practices and clinical practices	Mandatory internships in companies in the sector and submission of a final report. The regulations for external academic internships are published on the master's website (http://masterdirecciondearte.webs.uvigo.es/gl/)

Personalized assistance

Methodologies	Description
Practicum, External practices and clinical practices	Guidance by the responsible person at the company where the external academic internships take place, as well as monitoring by the subject coordinator.

Assessment

	Description	Qualification	Training and Learning Results
Practicum, External practices and clinical practices	(*)Execución do período de prácticas académicas na empresa e entrega dunha memoria das prácticas asinada polo titor ou titora da empresa	100	

Other comments on the Evaluation

Sources of information

Basic Bibliography

Complementary Bibliography

Recommendations

Subjects that it is recommended to have taken before

- (*) Creación publicitaria para medios audiovisuais/P04M082V11119
 - (*) Creatividade e mensaxe publicitaria/P04M082V11115
 - (*) Dirección e xestión publicitaria/P04M082V11112
 - (*) Deseño gráfico/P04M082V11116
 - (*) Deseño para medios dixitais/P04M082V11117
 - (*) Deseño e produción para novas tendencias en comunicación/P04M082V11211
 - (*) Fotografía publicitaria/P04M082V11118
 - (*) Planificación estratéxica/P04M082V11114
 - (*) Tendencias do sector/P04M082V11113
 - (*) Teorías do deseño e a creatividade/P04M082V11111
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IDENTIFYING DATA**(*)Traballo de Fin de Máster**

Subject	(*)Traballo de Fin de Máster			
Code	P04M082V11218			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	12	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Molares Cardoso, Julinda			
E-mail	jmolares@uvigo.es			
Web	http://masterdirecciondearte.webs.uvigo.es			
General description	The Master's Thesis is part of the curriculum of the Master's Degree in Art Direction in Advertising and is equivalent to 12 ECTS credits scheduled in the second semester of the academic year of the degree program. The development of the Master's Thesis is regulated by the Regulation for the completion of the Bachelor's Thesis and Master's Thesis of the Faculty of Social Sciences and Communication.			
	Its main objective is to carry out the creative direction of an advertising campaign or the practical proposal of a project related to the competencies of the master's degree.			

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.
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
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.
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.
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.
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.
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.
- 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.
- C15 Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
- C16 Conocer las técnicas para el diseño y desarrollo de proyectos multimedia interactivos
- 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
The student will demonstrate a complete mastery of the contents of the Master's degree and their ability to apply them to real cases.	A1 A2 A3
In addition to emphasizing specific creative skills, they will be able to link these skills to concrete strategic plans and designated target audiences.	A4 A5 B1
Likewise, they will be able to seamlessly execute the advertising pieces created or give the relevant instructions for their realization.	B2 B5 B6 C1 C2 C3 C4 C5 C6 C7 C8 C9 C10 C11 C12 C13 C14 C15 C16 D1 D2 D3 D4

Contents

Topic	
Realisation of a project that include all the necessary data for his presentation in a professional context.	Make project
Development of a communication strategy suitable to the needs of a (real or fictitious) client, properly contextualizing the reality of the sector and market it is addressed to, as well as the target audience it is aimed at.	Develop strategy
Define and make a creative proposal of a coherent advertising campaign with the rest of the project.	Define creative proposal
Execution and adaptation of the pieces and advertising elements posed in the project to distinct surroundings and applications.	Execution and adaptation to distinct surroundings
Oral exhibition of the work in accordance with the professional criteria established in the professional sector.	Exhibition and defence

Planning			
	Class hours	Hours outside the classroom	Total hours
Presentation	0.5	9.5	10
Project based learning	9	280	289
Project	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
Presentation	The student will carry out a supervised work, which will be presented at the end of the course, within the dates established for this purpose before a tribunal, for a previously established maximum time (approximately 15 minutes). During the presentation, the main results achieved in the development of the Master's Thesis will be addressed and explained.
Project based learning	Creative and artistic direction of a project of practical character related with the competitions of the Máster by means of the utilisation of contents and functions of the direction of art in advertising

Personalized assistance	
Methodologies	Description
Project based learning	Personalised attention by part of the tutor/to for the approach and follow-up of the work. The allocation of the tutor/to for the direction of the project will carry out to finals of year (between the months of October and December). The development is regulated by the Regulation for the realisation of the Work End of Degree and Work of End of Máster of the Faculty of Social Sciences and of the Communication. More information on the RULE in the web page of the máster: http://masterdirecciondearte.webs.uvigo.es/informacion/normativa-e-formularios/ Also it is in the matter TFM lodged in the platform of Moovi

Assessment			
	Description	Qualification	Training and Learning Results
Presentation	The evaluation of the TFM will be responsibility of a court evaluador integrated by three professors/ace that give teaching in the máster.	20	
Project based learning	Development and presentation of a final project of máster	40	
	The Court will evaluate the result and the exhibition of the work, as well as the learning and acquisition of competitions and knowledges, issuing a numerical qualification of 0 to 10, according to the Royal decree 1125/2003.		
Project	Development and presentation of a final project of máster	40	
	The Court will evaluate the result and the exhibition of the work, as well as the learning and acquisition of competitions and knowledges, issuing a numerical qualification of 0 to 10, according to the Royal decree 1125/2003.		

Other comments on the Evaluation

The Master's Thesis can be defended in the first call (whose request will be made in May and the defense in June), or in the extraordinary call of July.

The presentation will be carried out by the student in a public session on the date and time assigned by the coordination in accordance with the academic calendar approved by the faculty board. The student will present a summary of their Master's Thesis proposal within a maximum time established by the tribunal and previously communicated (approximately 15 minutes). Subsequently, the members of the evaluating tribunal will make the relevant observations and considerations. In any case, the defense session cannot exceed 30 minutes per thesis.

After the public presentation of the Master's Thesis, the evaluating tribunal will deliberate on the grade, taking into consideration the report issued by the academic tutor, the quality and content of the Master's Thesis, as well as the presentation itself, particularly the clarity of the presentation and the ability to debate and defend arguments of the student.

As established in the guidelines of the University of Vigo, the academic tutor of the Master's Thesis may be present with a voice in the deliberations of the tribunal, but it must be ensured that the tribunal makes the final grade in a closed session.

Sources of information

Basic Bibliography

Complementary Bibliography

Recommendations

Subjects that are recommended to be taken simultaneously

Internships/P04M082V11217

Subjects that it is recommended to have taken before

(*)Creación publicitaria para medios audiovisuais/P04M082V11119

(*)Creatividade e mensaxe publicitaria/P04M082V11115

(*)Dirección e xestión publicitaria/P04M082V11112

(*)Deseño gráfico/P04M082V11116

(*)Deseño para medios dixitais/P04M082V11117

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

(*)Fotografía publicitaria/P04M082V11118

(*)Produción para medios audiovisuais/P04M082V11214

(*)Produción para medios gráficos/P04M082V11213

(*)Teorías do deseño e a creatividade/P04M082V11111
