

**Design in Advertising and Public Relations**

Code: 103144  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	1

### Contact

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### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Teachers

David Badajoz Dávila

### Prerequisites

They have not been described.

### Objectives and Contextualisation

Applying the knowledge of advertising and public relations to organize information and communicate in the graphic formats.

Transmitting information through graphic messages.

Using the formal elements and adapt the graphic messages taking into account the recipients of the information.

Training professionals in advertising and public relations, prepared to organize information in graphic formats.

Discovering the functions of creativity, design and production of advertising pieces.

Introducing the basic knowledge linked to the creative direction regarding the design of pieces of advertising communication and public relations.

Introducing the basic knowledge linked to the art direction with respect to the design of pieces of advertising communication and public relations.

### Competences

- Demonstrate knowledge of photographic composition theories.

- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Manage persuasive communication creatively.
- Use different theories and techniques in the graphic composition of texts.
- Use ones imagination with flexibility, originality and ease.

## Learning Outcomes

1. Classify aesthetic theories and techniques that play a role in advertisings graphic design and art management.
2. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
3. Identify the fundamental principles of recognition and significant difference.
4. Identify the most significant features of the advertising photography tradition.
5. Provide creative solutions to the advertisers communication problems, bearing in mind the budgetary limitations determining a campaign.
6. Use ones imagination with flexibility, originality and ease.
7. Use technological instruments for the composition and editing of graphic messages.
8. Use the framing, exposure and editing techniques characteristic of photography.

## Content

### SUBJECT 1. PROCEDURES

#### *Block 1 Subjects and Objects*

- 1 Creative direction and creative idea
- 2 The direction of art and the formal idea
- 3 Correction rules

#### *Block 2 Final Art*

- 1 Process
- 2 Materials
- 3 Specifications
- 4 Costs

### SUBJECT 2. BACKGROUNDS

#### *Block 3 Design fundamentals*

- 1 Concept of design
- 2 Standard
- 3 Design theory
- 4 Entipology

#### *Block 4 Graphic Aesthetics*

- 1 Formal apprehension: Sensitivity and Perception

2 Organic and Inorganic

3 Graphic messages

4 aesthetic state

### SUBJECT 3. ELEMENTS

#### *Block 5 Graphic Architecture*

1 Typometrics

2 Components

3. The graphic space

#### *Block 6 Color*

1 Color spaces

2 Expression

3 Cultural use

4 Reproduction (printing)

#### *Block 7 Typography*

1 Typology

2 Expression

3 Use and Reproduction

#### *Block 8 Graphics*

1 Typology

2 Expression

3 Use and Reproduction

## **Methodology**

Training activities in ECTS credits, teaching-learning methodology and relation to the skills that students must acquire.

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Training activities	%ECTS; hours	Teaching-learning methodology	competitions
Directed			
Theory classes	10%; 15h.	Theory classes	CE6,

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Seminar	10%; 15 h.		CT3
Group work of a specific topic or activity.			
Laboratory practices	15%; 22,5h.		CE11, CE14, CE23
Activities with specialized equipment in groups.			
<b>Supervised</b>			
Tutories	5%; 7,5h.	Individual or group attended activities aimed to develop knowledge in practical situations and solving learning problems	CE11, CE23
<b>Autonomous</b>			
Reading, analysis and synthesis of texts, preparation and completion of works	55%; 82,5h.	Comprehensive reading of texts and studies, recensions, essays, bibliography and realization of schemes, conceptual maps and abstracts	CE5, CE6, CE11
<b>Avaluación</b>			
Evaluation activities	5%; 7,5h.		CE5, CE6, CE11
Expression of knowledge, oral or written.			

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory	15	0.6	2
Works	37.5	1.5	6, 1, 5, 4, 7, 8
Type: Supervised			
Tutorials	7.5	0.3	6, 1, 2, 5, 4, 8
Type: Autonomous			
Works	82.5	3.3	1, 2, 5, 7

## Assessment

The subject consists of the following evaluation activities:

1. Activity Examination, 40% of the final grade
2. Practical theoretical activities 60% of the final grade
  - 2.1 Activity Portfolio 5% of the final grade
  - 2.2 MIV applications 15% of the final grade
  - 2.3 Manual Visual Image (MIV) 15% of the final grade
  - 2.4 Graphic Advertising Piece. Accuracy 5% of the final grade
  - 2.5 Piece Advertising Graphic: Textual (typography) 10% of the final grade
  - 2.6 Piece Advertising Graphic: Visual (graphics) 10% of the final grade

In order to pass, it will be mandatory to obtain a qualification of 5 points on each of the activities.

Furthermore, students will have to follow the instructions of the professors and the additional provided materials.

1. Chronogram (teaching sessions during the course: hours, classrooms, submissions ...).
2. Activity Card (description of the activities to be carried out and the headings for its evaluation).
3. Course guide (details of the course development and the specific rules for its operation).
4. Study materials and specific learning.

Activities are compulsory and can be oriented to theory (graphic theorization) or practice (other evaluation activities). To pass the subject students must have passed all the activities (minimum grade 5).

### Recovery

Students will have the right to recover the subject if it has been qualified of a minimum of 2/3 parts of the total grade of the subject.

To be capacitated to submit to the recovery of the subject, the minimum average mark is 3,5.

Students who that have participated in the continuous evaluation, and fail the theoretical test, can recover it via a recovery test, consisting of a new theoretical test.

Unfulfilled practical activities can be recovered via second, on the specified date, improving it based on the professor's instructions (repetition and improvement of the same activity). In this case, the maximum qualification will weigh a 75% of the assigned value, since the same activity is repeated, with the teaching indications to improve it, and with extra time.

If the 2/3 parts have not been fulfilled, students will be able to take the level test that will be done at the end of the course (recovery), which will consist of both a practical and a theoretical test.

### Second Registration

In the case of a second registration the students can do a single proof of synthesis that will consist of a delivery, activities that had not been approved during the previous academic course.

The qualification of the subject will correspond to the qualification of the synthesis test.

Non qualified students

Students will not be qualified under any of these circumstances:

- Not having delivered at least of 2/3 of the activities.
- If practices are not delivered under the calendar or the professor's indications.
- Plagiarism or copy between students.

Copy and plagiarism

Students who commit any kind of irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation, will be qualified with a 0. In case of several irregularities, the final grade of the subject will be 0.

Subject Planning

The calendar with the contents of each session will be presented on the first day of class. It will be uploaded to the Virtual Campus, where students will find detailed descriptions of each exercise and practice, teaching materials and any other material that can be necessary to follow the classes.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
1. Advertising design: precision	5	0.5	0.02	6, 1, 7, 8
2. Advertising design: Visual (illustrations).	10	0.5	0.02	6, 1, 8
3. Advertising design: text (typographic	10	0.5	0.02	6, 1, 8
4. Visual Image Book	15	1	0.04	1, 8
5. Applications of Visual Image Book	15	1	0.04	6, 1, 8
6. Theoretical Exam	40	3	0.12	1, 2, 5, 3, 7, 8
7. Portfolio	5	1	0.04	6, 1, 2, 5, 4, 3, 7, 8

## Bibliography

Landa, Robin (2004) *El diseño en la publicidad*. Anaya Multimedia. Madrid

Blanchard, Gérard (1990). *La letra*. CEAC, Barcelona

Buzzard, Nick. (1991) *Cómo combinar y elegir colores para el diseño gráfico*. Gustavo Gili. Barcelona.

Colyer, Martin. (1999) *Cómo encargar ilustraciones*. Gustavo Gili. BCN.

Lewandowsky, Pina /Zeischegg, Francis (2005) *Guía práctica de diseño digital*. Parramón. BCN

March, Marion. (1988) *Tipografía creativa*. Gustavo Gili. Barcelona.

Marshall, Hugh. (1990) *Diseño fotográfico*. Gustavo Gili. Barcelona 90.

Pape, Ian. (1992) *Cómo combinar y elegir tipografía para el diseño gráfico*. Gustavo Gili. Barcelona.

Perfect, Christopher (1994). *Guía completa de la tipografía*. Blume. Barcelona

Tena, Daniel (2005) *Diseño Gráfico y Comunicación*. Pearson Prentice Hall. Madrid.

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West, Suzanne (1991). *Cuestión de Estilo*. ACK Publish, Madrid.