

Audiovisual Creativity

Code: 103148
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

Name: Patrícia Lázaro Pernias
Email: Patricia.Lazaro@uab.cat

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

Prerequisites

In order to take this subject, students must have knowledge related to creative processes and audiovisual production. In the case of graduate students, they must have taken the following courses: Advertising Creativity; Creative Processes and Techniques; Written and Audiovisual Communication Languages; and Audiovisual Advertising Realization.

Objectives and Contextualisation

The subject Creativity in Advertising and Public Relations, with a total of 24 compulsory ECTS and 30 optional ECTS, is developed practically throughout the entire Degree (from this link you can access the information that appears in the degree report <http://www.uab.es/Document/518/769/Memoria%20GRAU%20de%20Publicitat%20i%20relacions%20publiques%20de%20l%20UAB>) This is a subject made up of nine subjects, the main objective being to provide students with the relevant tools so that they are able to apply creative processes in advertising and public relations for the development of advertising and public relations actions and campaigns.

In the specific case of Audiovisual Creativity, we will focus on advertising formats that require a creative use of sound and image, experimenting with the multiple narrative and expressive possibilities offered by sound and visual montage. It is for this reason that special attention will be paid to the creation of characters, the construction of environments, landscapes and perspectives, the treatment of time and audiovisual narrative, genres and formats not strictly advertising, and also aspects such as the architecture of the audiovisual rhythm, semantics and aesthetics of audiovisual montage, etc.

The course aims to serve students to train them in the innovative approach of audiovisual advertising, as well as in other emerging formats, and especially to determine which components of audiovisual language and which production techniques are the most appropriate according to the message and the platform on which it is intended to disseminate.

Competences

- Apply creative techniques in writing advertisements.
- Demonstrate knowledge of the narrative and expressive characteristics of a creative advertising message.

- Demonstrate knowledge of the narrative and expressive characteristics of audiovisual languages.
- 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 ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the strategic principles that determine a campaign to developing a creative briefing.
2. Develop creative sales ideas.
3. Distinguish the fundamental principles of relational dialectics between repeatability and originality-innovation.
4. Identify the fundamental principles of recognition and significant difference.
5. Provide creative solutions to the advertisers communication problems, bearing in mind the budgetary limitations determining a campaign.
6. Recognise the basic principles of audiovisual performance before a microphone and camera.
7. Use ones imagination with flexibility, originality and ease.
8. Use technological instruments for the composition and editing of graphic messages.

Content

Contents

- 1.- Audiovisual advertising formats: from traditional campaigns to new windows. Creative templates.
- 2.- Audiovisual advertising narrative: narrative approach, character construction, dialogues, etc.
- 3.- Architecture of time and space in the audiovisual advertising narrative. Rhythm.
- 4.- Sound images vs. visual images / sound identity vs. visual identity
- 5.- Creative use of phonesthetic expression. Sound syntax and locution applied to audiovisual advertising.
- 6.- New windows.

Methodology

Although it is a fundamentally practical subject, Audiovisual Creativity is based on theoretical contents that will be developed in some programmed theoretical sessions. Attendance will be compulsory.

The practices, in group, will be developed in the image and sound laboratories or outdoors, as appropriate. Attendance will also be compulsory. In the practical sessions, tasks of creation and planning of the advertising products to be produced during the course will be carried out, as well as the PP Meeting before the filming and, finally, the recording of the different advertising products.

The Virtual Campus will publish the detailed planning of themes and exercises to be developed, as well as the specific spaces where the different work sessions will take place.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Sound and audiovisual planning, production and editing	34.5	1.38	7, 3, 5, 2, 4, 6

Theoretical lessons	15	0.6	7, 3, 5, 2, 4, 6
Type: Supervised			
Evaluation activities	4	0.16	7, 3, 5, 2, 4, 6, 8
Mentoring	7.5	0.3	3, 5, 2, 4, 6
Type: Autonomous			
Preparation of internships, preparation of tests, etc.	85	3.4	7, 2, 4, 6

Assessment

CONTINUOUS EVALUATION

- ACTIVITIES:

1. TRUCHOS (20%)

In order to be evaluated for this activity it will be necessary to have attended 85% of sessions of each modality (theory and practice) during the period of the activity. Period of activity "truchos", from September 13 to October 25. Teamwork.

The activity will consist of the production of a piece to be presented to the Drac Novell awards in the categories "Audiovisual" and "Radio". The creative briefing, the creativity of the proposed idea and the quality of the audiovisual production will be valued.

2. ADVERTISING INNOVATION (IMAGE / SOUND) (30% / 30%)

In order to be evaluated for this activity it will be necessary to have attended 85% of the sessions of each modality (theory and practices) during which the creation, planning and production of sound and audiovisual innovation formats will be carried out. Period of activity "Advertising Innovation (image / sound)", from November 8 to January 10. Teamwork.

The activity will consist of the elaboration of advertising materials that respond to criteria of innovation with respect to the formats and the treatment of the audiovisual languages. For the elaboration of these materials it will be necessary: to prepare creative briefing and to propose concept, to raise the campaign and the pieces determining its format and treatment, to do tasks of preproduction (PPM), production and post-production.

It will be essential (separate evaluations) that at least two pieces have been developed: one will focus on sound processing (30%) and the other on image processing (30%).

3. AUDIOVISUAL ADVERTISING PRODUCTION (20%)

Individually elaborated analysis work. The specific characteristics of the work will be discussed in class and will be made public in the moodle classroom (Virtual Campus). The work will consist of the description or analysis of a Storytelling transmedia campaign, Branded Content, etc., or the description and analysis of an Audiovisual Advertising Production Company.

The work will be delivered in January and will be publicly presented.

REEVALUATION

In order to take part in the reevaluation activities, the student must have done at least 2/3 of the evaluation activities of the subject and must have reached a minimum grade of 3.5 in the evaluation activity that has been suspended.

1. ACTIVITY: AUDIOVISUAL ADVERTISING PRODUCTION

The re-evaluation will consist of the repetition of the work.

2. ACTIVITIES: TRUCHOS, ADVERTISING INNOVATION (IMAGE / SOUND)

The re-evaluation will consist of a synthesis work containing creative briefing, concept, formatting, pre-production and scripts of an advertising campaign.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
AD INNOVATION (SOUND)	30%	1	0.04	1, 7, 3, 5, 2, 4, 6, 8
ADVERTISING INNOVATION (IMAGE)	30%	1	0.04	1, 7, 3, 5, 2, 4, 6, 8
AUDIOVISUAL ADVERTISING PRODUCTION	20%	1	0.04	1, 4
TRUCHOS	20%	1	0.04	1, 7, 3, 2, 4, 6, 8

Bibliography

BARROSO, Jaime. (2008): *Realización audiovisual*, Editorial Síntesis, Madrid.

BERNARDO, Nuno (2012): *Transmedia 2.0: How to Create an Entertainment Brand Using a Transmedial Approach to Storytelling*. Paperback.

FERNÁNDEZ DÍEZ, Federico; MARTÍNEZ ABADÍA, José (1999): *Manual básico de lenguaje y narrativa audiovisual*. Ed. Paidós. Barcelona.

GARCÍA GARCÍA, Francisco (2006): *Narrativa audiovisual*. Ed. Laberinto. Madrid.

GUBER, Peter (2011): *Storytelling para el éxito*. Ed. Urano. Barcelona.

LOIZATE, Maite (2015): *Storytelling transmedia. Factores que influyen en la participación activa del usuario en campañas publicitarias basadas en estrategias de storytelling transmedia*. Màster d'Estratègia i Creativitat Interactives. Universitat Autònoma de Barcelona.

MILERSON, Gerald. (2009): *Realización y producción en televisión*. Ed. IORTV.

MORALES, Fernando. (2013): *Montaje audiovisual. Teoría, técnica y métodos de control*. Ed. UOC, Barcelona.

MORENO, Isidro. (2003): *Narrativa audiovisual publicitaria*. Ed. Paidós Ibérica. Barcelona.

PHILLIPS, A (2012): *A Creator's Guide to Transmedia Storytelling*. McGraw Hill.

RODRÍGUEZ BRAVO, Ángel.: *La dimensión sonora del lenguaje audiovisual*. Ed. Paidós, Barcelona, 1998.

SCOLARI, Carlos (2013): *Narrativas transmedia. Cuando todos los medios cuentan*. Deusto, Barcelona.

OTHER TITLES:

ARCOS, Núria y PERONA, Juan José: "Modalidades, usos y presencia de la ficción como recurso creativo en la publicidad radiofónica". *Revista Anàlisi*, núm. 43 (2011). Enllaç:

<http://www.analisi.cat/ojs/index.php/analisi/article/view/n43-arcos-1-19/0>

BAÑOS, M.: Las Palabras en la publicidad : el redactor publicitario y su papel en la comunicación publicitaria.Ed. Laberinto. Madrid, 2009.

PÉREZ RUFIL , J. P.: "El ritmo del spot de televisión actual. Narrativa audiovisual y categorías temporales en el palmarés del Festival Cannes Lions 2007". En Revista Zer Vol. 14 - Núm. 27 (2009). Enllaç: <http://www.ehu.es/zer/hemeroteca/pdfs/zer27-05-perez.pdf>

PERONA, J.J.: "Formatos y estilos publicitarios en el prime-time radiofónico español: Infrutilización y sequía de ideas". Revista Zer, núm, 23 (2007). Enllaç: <http://www.ehu.es/zer/hemeroteca/pdfs/zer23-11-perona.pdf>

<http://eduardoprados.com/>

<http://innovacionaudiovisual.com/>