

**EVALUATION CRITERIA (Lector Serra Húnter UAB-LE-211-003)**

<b>PHASE 1</b>	<b>100</b>
<b>RESEARCH MERITS in the field of Audiovisual Communication and Advertising (AC&amp;A)</b>	<b>50</b>
A. Quality in research work in AC&A fields and dissemination of its results:  A1. Scientific indexed publications. (10) A2. Books and book chapters in good quality publishers (10) A3. Other scientific publications (5)	25
Participation in research projects and/or research contracts.	15
Contributions and participation in congresses, conferences or seminars at prestigious international research centers (international academic meetings)	10
<b>TEACHING MERITS in the field of Audiovisual Communication and Advertising (AC&amp;A)</b>	<b>35</b>
Teaching experience. University teaching (first and second cycles, bachelor's degree and/or postgraduate). Years and variety of teaching experience	15
Teaching innovation: Participation in teaching innovation projects.	10
Participation in conferences aimed at university teaching. Participation in continuing education of teachers.	5
Supervision of doctoral theses. Supervision of tutored projects (master's degree final project, etc.).	5
<b>OTHER ASPECTS</b>	<b>5</b>
University management posts; Community service in the field of AC&C (transfer); Awards; other merits	5
<b>DISASSOCIATION FROM HIRING UNIVERSITY (UAB in this case)</b>	<b>10</b>
Visits and stays of substantial length in research institutions (departaments, schools, institutes)	10

To access the second phase candidates must have at least 70 points given by two members of the committee

<b>PHASE 2</b>	<b>40</b>
Presentation of their merits and their future plans and projects	10
Seminar: subject freely chosen by the candidate	20
Explanations, clarifications and discussion of raised points by committee members on previous merits, plans and presented seminar	10

**TOTAL EVALUATION POINTS OF PHASES 1 AND 2: UP TO 140 POINTS**