

**Creative Processes and Techniques**

Code: 103142  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

Name: Patricia Lujan Bellon  
Email: Patricia.Lujan@uab.cat

**Use of Languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

**External teachers**

Albert Serra Leiva  
Jose Felix Colomer Miralbell

**Prerequisites**

None

**Objectives and Contextualisation**

1. Know and study the creative processes and techniques of ideation, in general, and advertising, in particular.
2. Practice various creative techniques in order to provide tools for the creation of great ideas and creative developments from an advertising point of view.
3. Learn to think in a disruptive way, to draw on references and references through daily activities, experiment and share ideas.
4. Work as a team putting into practice the theoretical and practical knowledge of the subject.
5. Perform a final work through two roles:
  1. The creation by groups of a brief (Advertiser).
  2. The creation by groups of a campaign (Agency) that solves the communication problems raised in the brief.
6. Apply the gender perspective in project research, in the search for creative and bibliographic references as well as make use of an inclusive and non-sexist language.
7. Have fun and discover that we are all creative.

**Competences**

- Apply creative techniques in writing advertisements.
- 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 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. Use ones imagination with flexibility, originality and ease.
7. Use technological instruments for the composition and editing of graphic messages.

## Content

1. Creativity and Creative Process
2. Looking for the Big Idea: Concept and Insights
3. Advertiser brief
4. Creative/Agency brief
5. The references
6. Creative techniques

## Methodology

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

### Methodology

To the theoretical part on creative processes and techniques will be added:

- Practical exercises in group or individual.
- Viewing of campaigns, projects, products, content, talks, articles...
- Continuous search for surprising and interesting references that can inspire the group. IG Profile @inspirationalmagazine
- Individual work "My Creative Notebook".
- Final group work. Revolution Makers.  
We will create and "brand" a Revolution capable of being followed by thousands of people.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Theory, Seminars and Practices	46	1.84	1, 3, 5, 2, 4
Type: Supervised			
Tutorials	8	0.32	1, 6, 3, 5, 2, 4
Type: Autonomous			
Final work in group. Revolution Makers	40	1.6	1, 6, 3, 5, 2, 4, 7
Individual work "My Creative Notebook"	42.5	1.7	1, 6, 5, 2
Practical exercises	4.5	0.18	1, 6, 3, 5, 2, 4, 7
Viewing of campaigns, projects, content, talks, articles...	4	0.16	1, 3, 5, 2, 4

## Assessment

### 1. Self-assessment -> 5%

Self-criticism is key when working with ideas.

No one knows better than you what you have done during the course.

Honestly evaluate your effort, your desire to work, the originality of your ideas, the tireless search for new references, the books you have read, your evolution... Everything that has made your creative muscle grow and stimulate your desire to find new creative paths throughout the year.

A 10, if not real, is not an option.

### 2. Realization of practices in class -> 20%

Practices in class and out of class are compulsory.

### 3. Individual practical work "My Creative Notebook" -> 35%

The idea books will be delivered on the appointed day and will be returned after 6 months of custody.

It will be valued:

- Constancy and daily work.
- The solutions to the practical exercises proposed in class.
- Own creative ideas.
- Creative thoughts and references.
- The use of the creative techniques learned.
- The visual expression of the content through images, mind maps, drawings, photographic clippings.
- And, in general, any original idea that contributes to the creative work being done on a daily basis. We hope that you have been fed with creativity every day and that you have searched for great ideas throughout the course.

### 4. Work and Final Presentation: Revolution Makers -> 40%

It will be valued:

- Originality, simplicity, organization and formal development.
- The oral presentation, in an understandable, entertaining, simple and clear and structured way of the work.
- The presentation of all the members of the group.
- The formal and final delivery of the campaign to launch a revolution likely to be followed by thousands of people.

## Re-evaluation

Resubmit the corrected and improved practices and / or the Final Work that has not been approved.

The reevaluation is in the same semester; It is the second call. There is no third call.

Dedication, enthusiasm, self-demand and fun will be required.

Students will have the right to make up the subject if they have been evaluated from the set of activities, the weight of which is a minimum of 2/3 of the total grade for the subject.

To be able to attend the recovery of the subject, it will be necessary to have obtained an average grade equal to or less than 3.5.

The "My Creative Notebook" activity is excluded from the recovery process as it is a project to be carried out on a daily basis.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Classroom Practice	20%	1	0.04	1, 6, 3, 5, 2, 4, 7
Individual practical work "My Creative Notebook"	35%	1.5	0.06	1, 6, 3, 5, 2, 4, 7
Self appraisal	5%	0.5	0.02	1, 6, 3, 5, 2, 4, 7
Work and Final Presentation: Revolution Makers	40%	2	0.08	1, 6, 3, 5, 2, 4, 7

## Bibliography

### Mandatory readings

Pricken, M. (2009). Publicidad creativa. Ideas y técnicas de las mejores campañas internacionales. Barcelona: Gustavo Gili

Martín Barranco, M. (2021). Ni por favor ni por favora. Cómo hablar con lenguaje inclusivo sin que se note (demasiado). Catarata

### Complementary readings

Aced, C. (2013). Relaciones públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital. Barcelona: Editorial UOC

Adair, J. E. (2009). The Art of Creative Thinking: How to Be Innovative and Develop Great Ideas. Kogan Page

Álvarez Ruiz, A. (2017). La magia del planning. Cómo utilizar la planificación estratégica para potenciar la eficacia de la comunicación. Madrid: ESIC editorial

Andrews, M. (2016). Persuasión. 33 técnicas publicitarias de influencia psicológica. Barcelona: Gustavo Gili

Andrews, R. j. (2019). Info We Trust: How to Inspire the World With Data. New Jersey: John Wiley & Sons

Anthony, J. (2015). Be Creative. A Quick Guide to Developing Brilliant Ideas & Unlocking Your Creative Potential. Jay Anthony Writing

Arden, P. (2005). *Usted puede ser lo bueno que quiera ser*. London: Phaidon

Arden, P. (2008). *Pienses lo que pienses piensa lo contrario*. London: Maeva

Banet-Weiser, S. (2012). *Authentic™: The Politics of Ambivalence in a Brand Culture*. New York: New York University Press

Bernard, A. (2020). *Theory of the Hashtag*. Cambridge: Polity Press

Blackmore, S. (2000). *La máquina de los memes*. Barcelona: Paidós

Bogusky, A. y Winsor, J. (2009). *Baked In. Creating products and businesses that market themselves*. Chicago: Agate

Brown, T. (2019). *Change by Design. How Design Thinking Transforms Organizations and Inspires Innovation*. New York: HarperBusiness

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Fill, C., Hughes, G. y de Francesco, S. (2013). *Advertising: Strategy, Creativity and Media*. Pearson Education Limited

Goldberg, E. (2019). *Creatividad: El cerebro humano en la era de la innovación*. Barcelona: Crítica

grupo autónomo a.f.r.i.k.a., BRUNZELS, S. y BLISSET, L. (2006). *Cómo acabar con el mal: Manual de guerrilla de la comunicación*. Virus

Harrison, G. P. (2013). *Think: Why You Should Question Everything*. New York: Prometheus

Herrera, E. y F. Iñurritegui, L. (2018). *Historias que marcan Origen y significado de 50 marcas gráficas*. Barcelona: Gustavo Gili

Holiday, R. (2019). *El Ego es el enemigo*. Ciudad de México: Paidós

Jardí, Enric. (2012). *Pensar con imágenes*. Barcelona: Gustavo Gili

Jenkins, H. y Ford, S. (2015). *Cultura transmedia. La creación de contenido y valor en una cultura en red*. Barcelona: Gedisa

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## Software

No software required.