

1. BASIC DETAILS

Course	New Artistic Trends in Advertising
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

New Artistic Trends in Advertising is part of the second year of the Bachelor's Degree in Advertising Communication, with a value of 6 ECTS credits, that is, 150 hours equivalent to the hours taught by the head of the course in addition to research and development of the content proposed in it. Advertising communication students must develop versatile thinking which is full of content close to the creation of ideas. Therefore, the study and knowledge of both disciplines included in the name of this course will bring about advanced perception of the audience/consumer and, as a result, acquisition of this knowledge will provide students with a tool that is required to design the advertising strategy. The work dynamic will place a great deal of importance on the research and independent work of students opposite any challenges presented. Guidelines will also be gradually implemented to ensure that sources of information are searched for correctly, and that the formal scientific method that systematises a more decisive and effective *modus operandi* is introduced. Students will link the New Artistic Trends in Advertising discipline to the exhaustive study of arts starting from the beginning of the avant-garde in art in the 20th century until nowadays. They will work on critical thinking and the preparation of innovative visual projects where the process and execution of these are modules of equal relevance in order for the work to be understood.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB1- Students have shown their knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

Specific skills (CE, by their acronym in Spanish):

CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.

CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.

CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.

Learning outcomes (RA, by their acronym in Spanish):

RA1: List and understand the elements that make up what we refer to as new artistic trends. Apply these artistic trends to their own creations, giving them a contemporary and attractive aspect.

RA2: By means of tools within our reach (social media, artistic creation centres, specialised publications), recognise the new artistic trends that are currently being generated and which will ultimately have an influence on the world of communication.

Skills

Learning outcomes

CB2, CT2, CE30	RA1
CB2, CT2, CE30	RA2

4. CONTENTS

- Analysis of 20th and 21st century contemporary art and its involvement in the advertising phenomenon.
- Particular emphasis is placed on the development of artistic and creative trends of all fields in culture industries (illustration, street art, stereographic and tactile fields, collage, etc.), as well as current art movements, the DIY phenomenon (scrapbooking, embossing, embroidery, knitting, etc.) applied to design, and new digital applications and techniques.
- Trends which in many cases come from the popular world and are ultimately absorbed by art direction.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Problem-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Debates and discussions	15
Case study analysis	15
Problem-solving	15
Oral presentations	20

Group tutorials	10
Independent working	45
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Case study/problem scenario	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Barthes, R. (1982). *La cámara lucida. Nota sobre la fotografía*. Barcelona. Ed. 7 Gustavo Gili.
 Belting, H. (2003). *Art History after Modernism*. University of Chicago Press
 Danto, A. C. (1997). *After the End of Art. Contemporary Art and the Pale of History*. Princeton University Press
 Dickie, G. (1997). *The Art Circle. A Theory of Art*. Chicago Spectrum.
 Dubois, P. (1986). *El acto fotográfico. De la representación a la recepción*. Barcelona. Ed. Paidós comunicación.
 Fontcuberta, J. (1984). *Estética fotográfica. Selección de textos*. Barcelona. Ed. Blume.
 Foster, H. (2004). *Art since 1900. Modernism Antimodernism Postmodernism*. Thames and Hudson.
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 Gombrich, E. (1995). *The Story of Art*. Phaidon Press
 Janson, A. F. (2012). *Janson's History of Art*. Prentice Hall.
 Sontag, S. (2003). *Ante el dolor de los demás*. Ed Alfaguara. Buenos Aires, Arg