

1. BASIC DETAILS

Course	Advertising Production
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Advertising Production subject in the creativity profile of the Bachelor's Degree in Advertising is focused on the production process of an advertising campaign, from creative conception to final delivery of the product. Through this subject, students will learn how to use creative principles in the production of effective advertising pieces by understanding and using the technical and technological resources required to carry out an advertising campaign.

In this subject, students will acquire technical and creative skills in areas such as photography, graphic design, animation and video editing in order to create innovative and effective advertising pieces. Fundamental aspects of the advertising production process will also be covered such as planning, organisation and coordination of working groups, as well as management of resources and quality control in the production process. At the end of the course, students will be capable of carrying out the whole advertising production process of a campaign in a creative and effective way.

3. SKILLS AND LEARNING OUTCOMES

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

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

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.

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

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

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

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: Identify the material, technical and human requirements for the production of graphic, audiovisual and online pieces.

RA2: Assess and budget for the production of advertising pieces.

RA3: Understand and take part in processes, taking on the role of agents involved in the carrying out of various productions.

RA4: Create the final artworks to start the production of various advertising supports.

RA5: Use the programs required to carry out the final artworks in different media.

Skills	Learning outcomes
CB2, CT3, CE30	RA1
CB2, CT3, CE30	RA2

4. CONTENTS

- Production requirements, tools, file formats and processes required in order for students to be able to carry out the final artworks needed for advertising productions.
- Selection of producers, post-producers, directors, announcers, illustrators, musicians, pre-production books and budget planning.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Project-based learning
- Learning based on workshop teaching

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
Case study analysis	5
Problem-solving	5
Oral presentations	10
Drawing up reports and written work	25
Group tutorials	10
Independent working	45
Workshops and/or laboratory work	20

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	20.0
Oral presentations	20.0
Reports and written work	20.0
Case study/problem scenario	10.0
Laboratory work	20.0
Performance observation	10.0

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. BIBLIOGRAFÍA

La obra de referencia para el seguimiento de la asignatura es:

A continuación, se indica la bibliografía recomendada:

- Crespo, A. (2018). Producción publicitaria: Diseño y técnica. Editorial UOC.
- Bernal, E. (2017). Producción publicitaria: Organización y realización. Paraninfo.
- Mollá, D. (2019). Creatividad publicitaria: Técnicas y estrategias para la innovación. ESIC Editorial.
- Chust, M. (2018). Postproducción publicitaria. Anaya Multimedia.
- Sánchez, A. (2019). Cómo hacer una buena fotografía publicitaria. Anaya Multimedia.
- Agudo, E. (2020). Cómo diseñar una campaña publicitaria efectiva. Editorial UOC.