

## 1. BASIC DETAILS

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

## 2. INTRODUCTION

The Creativity Laboratory subject in the creativity itinerary of the Bachelor's Degree in Advertising at Universidad Europea mainly aims to promote the development of the creative ability of students. By exploring various creative techniques and tools, students learn how to think in an innovative way, generate original ideas and convey them effectively.

It also covers the importance of creativity in the advertising context and collaboration and teamwork are promoted in order to generate creative solutions. Students also have the chance to put their skills into practice in real projects that challenge them to solve creative problems and develop innovative advertising proposals. In short, the Creativity Laboratory subject in the creativity itinerary of the Bachelor's Degree in Advertising at Universidad Europea prepares students to be creative professionals who are able to add value to the field of advertising and communication.

## 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

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

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

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

**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: Analyse and recognise communication problems of a brand, expressing these in a creative briefing. Apply creative processes, proposing strategic and creative routes.

RA2: Produce advertising pieces that are capable of offering professional solutions.

RA3: Create a personal portfolio

Skills	Learning outcomes
CB4, CT4, CE30	RA1
CB4, CT4, CE30	RA2
CB4, CT4, CE30	RA3

## 4. CONTENTS

- Laboratory in which students from both the strategy and creativity route will work in collaborative teams just like in advertising agencies.
- Resolution of briefings set out, producing pieces in appropriate formats.
- Pieces must be presented in the form of a creative and professional portfolio according to the speciality of each student.

## 5. TEACHING/LEARNING METHODS

### ON CAMPUS STUDY MODE

- Collaborative learning
- Project-based learning
- Simulation environments
- 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
Case study analysis	15
Problem-solving	25
Oral presentations	25
Group tutorials	10
Independent working	50

Workshops and/or laboratory work	25
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

**On-campus:**

Assessment system	Weighting
Oral presentations	20.0
Case study/problem scenario	20.0
Laboratory work	10.0
Portfolio of learning	40.0
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

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

The recommended bibliography is indicated below:

Amabile, T. M. (1996). Creativity in context: Update to the social psychology of creativity. Westview Press.

Brown, T. (2009). Change by design: How design thinking transforms organizations and inspires innovation. HarperCollins.

De Bono, E. (2017). Pensamiento lateral: Manual de creatividad. Paidós.

Sawyer, R. K. (2012). Explaining creativity: The science of human innovation. Oxford University Press.

Tharp, T. (2013). El hábito del arte: Una guía para la inspiración diaria. Paidós.

von Oech, R. (2013). A whack on the side of the head: How you can be more creative. Business Plus.