

1. BASIC DETAILS

Course	Advertising Photography
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The Advertising Photography optional subject in the creativity profile of the Bachelor's Degree in Advertising is focused on the development of technical and creative skills to produce attractive and effective advertising images. In this course, students will learn the fundamental principles of advertising photography, from planning and pre-production to post-production and delivery of the end product.

Through Advertising Photography, students will be able to understand and use the techniques and strategies required to produce advertising images that achieve the goals of the advertising campaign, using professional photography equipment and image editing software. Fundamental aspects of advertising photography will also be covered, such as lighting, composition, colour, art direction and digital touching-up, which will allow them to produce attractive, creative and effective images to be used in different types of media and advertising platforms. At the end of the course, students will be capable of producing high-quality advertising images that connect with the target audience and contribute to the success of an advertising campaign.

3. SKILLS AND LEARNING OUTCOMES

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

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

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

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

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

CE25 - Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26 - Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

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

RA1: Recognise the lighting diagrams used in the professional world and determine the different formats and models of specific cameras used to carry out the profession.

RA2: Establish a theme-based distinction determined by the characteristics and aims of the photographer; product, fashion, publisher.

RA3: Conduct analysis prior to photographic production, prepare a schedule of activities to be carried out during the session and a specific protocol for image post-production. Create a professional portfolio.

Skills	Learning outcomes
CB4, CT3, CE27	RA1
CB4, CT3, CE27	RA2

4. CONTENTS

- In this course, students will firstly be introduced to the world of advertising photography and will undertake constant analysis to therefore be able to understand the codes handled. Once all the resources and tools deemed necessary by the photographer have been identified, studio and outdoor lighting diagrams will be designed, light will be understood through photometry and materialised with the preparation of a portfolio.
- The creative process is not considered without strict pre-production and post-production, without a review of the existing references or without a sound and mediated concept that will meet customer needs.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- 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
Debates and discussions	10
Case study analysis	15
Problem-solving	10
Oral presentations	5
Drawing up reports and written work	5
Group tutorials	10
Independent working	45
Research (scientific/case studies) and Projects	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	40.0
Oral presentations	10.0
Reports and written work	10.0
Portfolio of learning	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:

- Ríos, J. A. (2019). *Fotografía publicitaria: Técnicas y estrategias para la creación de imágenes de impacto*. Anaya Multimedia.
- Estévez, M. (2017). *La fotografía publicitaria: Concepto y creación*. Editorial Gustavo Gili.
- Chirivella, E. (2019). *Fotografía publicitaria y creativa: Técnicas y ejemplos para inspirarse*. Anaya Multimedia.
- Muñoz, J. A. (2018). *La fotografía publicitaria en la era digital*. ESIC Editorial.
- Ortega, J. L. (2016). *La dirección de fotografía publicitaria: Producción y realización*. Ediciones B.
- Santos, I. (2021). *Fotografía publicitaria: Conceptos y técnicas avanzadas*. Anaya Multimedia.