

1. BASIC DETAILS

Course	Portfolio
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	2nd semester
Academic Year	2023/24
Coordinating professor	Begoña Moreno

2. INTRODUCTION

The compulsory Portfolio subject in the Bachelor's Degree in Advertising mainly aims for students to develop a professional portfolio that allows them to show the skills and abilities that they have acquired throughout their degree. In this course, students will learn how to effectively select and organise their work and present it to potential employers in a persuasive way.

It will cover themes related to the creation and management of an effective portfolio, selection of relevant pieces of work, visual and verbal presentation, creation of an effective CV, as well as others. Particular emphasis will also be placed on the development of soft skills such as communication, creativity and problem-solving, which are all essential to success on the labour market. At the end of the subject, students will be capable of creating and presenting an effective professional portfolio that enables them to stand out on the Advertising labour market.

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

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.

RA2: Apply creative processes to the preparation of advertising pieces.

RA3: Produce advertising pieces that are capable of offering professional solutions.

RA4: Create a personal portfolio

Skills	Learning outcomes
CB4, CT9, CE28	RA1
CB4, CT9, CE28	RA2

4. CONTENTS

- Laboratory in which students will work on briefings for different supports.
- Students must be able to think and prepare pieces in a professional way with enough quality so that they can be part of their professional portfolio.
- Preparation of pieces must involve the use of all kinds of technological and audiovisual resources.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Collaborative learning
- Project-based learning
- Simulation environments

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
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
Oral presentations	10.0
Case study/problem scenario	20.0
Laboratory work	20.0
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. BIBLIOGRAPHY

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

The recommended bibliography is indicated below:

Babin, B. J., & Carder, S. T. (2020). Diseño y presentación de portafolios. En *Investigación de Mercados* (pp. 482-483). Cengage Learning.

Collins, H. (2017). *Portafolios creativos: La guía definitiva para diseñadores gráficos y web*. Anaya Multimedia.

Farina, A. (2018). *Portafolio Creativo. Cómo crear un portafolio y mostrar tu trabajo creativo*. CreateSpace Independent Publishing Platform.

Landa, R. (2016). *Cómo crear un portafolio digital*. Gustavo Gili.

Rabinowitz, M. (2019). *El arte del portafolio: Cómo crear un portafolio que sea un éxito*. Harper Collins.