

1. BASIC DETAILS

Course	Art Direction 2 (packaging, promotional and direct)
Degree	Bachelor's Degree in Advertising
School/Faculty	School of Social Sciences and Communication
Year	YEAR 4
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S8

2. INTRODUCTION

Art Direction 2 (packaging, promotional and direct) is an optional subject, with an academic load of 6 ECTS, which is part of the Specialisation in Creativity courses, in the last year of the Bachelor's Degree in Advertising.

3. SKILLS AND LEARNING OUTCOMES

Once the subject has been successfully completed, students must have acquired the following key, transversal and specific skills from the course. In turn, once finished, the student is expected to have learned and made in progress in some specific 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.

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):

- Deal with a project from a professional approach, establishing the acquired knowledge and putting it into practice by means of projects carried out in a multichannel context and in which hardware and audiovisual supports coexist.
- With the practice applied to a project, consolidate the digital tools learned previously in order to make it a reality.
- Put agile methodologies into practice that allow students to optimise the management of their working group.
- Use techniques to create Art and Design Direction work.

4. CONTENTS

The themes and topics taught and worked on in class and during the course will be developed based on the following content:

- Block 1. Art direction in direct and promotional marketing materials.
- Block 2. Art direction in digital campaigns (online and social media).
- Block 3. Art Direction in packaging.

5. TEACHING/LEARNING METHODS

The following teaching/learning methods will be used in class to achieve the learning outcomes and acquire the expected skills:

- Lecture/online conference.
- Case studies.
- Collaborative 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	15 h.
Asynchronous lectures	10 h.
Oral presentations	10 h.
Drawing up reports and written work	20 h.
Independent working	50 h.
Group tutorials	10 h.
Workshops and/or laboratory work	35 h.
Total	150 h.

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%
Laboratory work	30%
Portfolio of learning	20%
Performance observation	10%
Total	100%

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:

- Landa, R. (2010). Publicidad y diseño. Las claves del éxito. Anaya Multimedia.
- Mahon, N. (2010). Dirección de arte. Publicidad. Gustavo Gili.
- Navarro, C. (2014). Creatividad publicitaria eficaz. ESIC Editorial.

The recommended bibliography is indicated below:

- De Bono, E. (2019). Seis sombreros para pensar. Paidós.
- Amell, C. (2015). Illustrated Packaging. Instituto Monsa de Ediciones.
- Oejo, E. (2008). Dirección de arte. Tadel Formación, D.L.