

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CREATIVITY WORKSHOP I		
Type:	Compulsory	ECTS credits:	4,50
Year:	1	Code:	3340
Teaching period:	First semester		
Area:	Advertising Creativity		
Module:	Communication Design Processes and Strategies (Skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	112,50		

## SUBJECT DESCRIPTION

Taller de Creatividad I brindará a los estudiantes las herramientas creativas necesarias para desarrollar su capacidad de generar ideas y materializarlas gráficamente. Estos procesos creativos son la base para el pensamiento publicitario y con ellos los estudiantes y las estudiantes serán capaces de pensar, compartir y ejecutar ideas.

La asignatura se plantea desde el punto de vista del alumno y de la sociedad en la que vive, ayudándole a relacionar los conceptos básicos publicitarios con mayor profundidad sobre la realidad a la que pertenece y ayudándole con los primeros pasos para hacer un camino reflexivo sobre la profesión que ejercerá en un futuro.

## SKILLS

## Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

## General Skills

To be able to join and adapt to a working team, aligning one's interests with those of the joint project.

To develop the ability to perform creative and managerial tasks as a freelancer and in self-employment schemes.

To gain a specific understanding of each of the subjects that make up the advertising syllabus.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

## Specific skills

To be able to conceive and produce communicative content of interest to audiences as new forums for communicative relationships.

To communicate in the language specific to each media platform (press, journals, radio, television and beyond) and in various digital systems that act as a vehicle for communication and mass messages.

To be familiar with and apply heuristic methods of creativity and help in the development of ideas and projects.

To develop curiosity, insight and creativity and to be aware of the various cultural and artistic manifestations on the rise, as well as the new channels of expression emerging in society.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
45 hours	67,50 hours