

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CREATIVITY WORKSHOP II		
Type:	Compulsory	ECTS credits:	4,50
Year:	1	Code:	3347
Teaching period:	Second 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

La creatividad consiste fundamentalmente en saber hacer conexiones entre cosas, ideas o conceptos que aparentemente no tienen nada que ver. Taller de Creatividad II guiará a los estudiantes en este viaje al centro de la idea y a su ejecución gráfica.

Taller de Creatividad II, pretende ser un lugar en el que los estudiantes se encuentren consigo mismos y con el mundo que le rodea, reformulando esa realidad a través de una óptica creativa y artística, sirviendo como guía para desarrollar el ejercicio publicitario.

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 discover and critically value the social impact of the various communication processes and forms.

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 appreciate the main artistic themes, currents and creations as manifestations of Western culture and advertising.

Aprendizaje de los procesos creativos así como técnicas y herramientas para estimular la creatividad.

Analizar y estudiar el entorno gráfico para obtener conocimientos sobre cómo generar emociones a través de la imagen.

Descubrir a los estudiantes los mecanismos que activan una idea.

Que los estudiantes entiendan el importante papel de la publicidad en la cultura popular.

DISTRIBUTION OF WORK TIME

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