

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	HISTORY OF ART		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3349
Teaching period:	Third semester		
Area:	History		
Module:	Socio-cultural and Historical Foundations		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

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## 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
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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 acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey this understanding in the media.

To critically reflect on texts, artistic works or cases in an extensive, in-depth and relational manner, linking them to personal circumstances.

### Specific skills

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

To explain the traits of our civilisation through an understanding of Western tradition.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours