

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CREATIVE IMAGE EXPRESSION		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3356
Teaching period:	Fourth semester		
Area:	Advertising Creativity		
Module:	Communication Design Processes and Strategies (Skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

La asignatura, Expresión Creativa de la Imagen, es el punto de contacto de los estudiantes con la cultura visual. Este conocimiento profundo de la imagen es la base para el desarrollo expresivo de cada estudiante a través del color, la tipografía o las metáforas visuales en el mundo publicitario.

Expresión Creativa de la Imagen pretende, además, fomentar el desarrollo personal del criterio estético en cada estudiante.

## 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 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.

Aprendizaje de los códigos visuales para el desarrollo de piezas gráficas.

Formar al alumno en el pensamiento estratégico hacia la comunicación para alcanzar soluciones a problemas creativos.

Desarrollar la sensibilidad creativa necesaria elaborar un criterio estético.

Ser capaz de crear un master gráfico en base al aprendizaje teórico-práctico de los conceptos asociados a las expresión de la imagen.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
75 hours	75 hours