

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PHOTOGRAPHY AND VISUAL ARTS		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3358
Teaching period:	Fourth semester		
Area:	Design and Production of Messages		
Module:	Design and Production of Advertising Messages (Tools)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

--

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 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 use and be familiar with the technologies and systems used to process, develop and convey messages, and to express and disseminate advertising creations through the media, especially graphic design, photography and multimedia technology.

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 set communication objectives in each campaign and ensure they are not distorted or diverted during the process of creation, production and communication of advertising messages.

DISTRIBUTION OF WORK TIME

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

60 hours	90 hours
----------	----------