

## IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CREATIVITY IN RADIO		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3381
Teaching period:	Sixth 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:	75		

## SUBJECT DESCRIPTION

- 1.- Conocimiento del lenguaje de la comunicación sonora (palabra, música, efectos y silencio)
- 2.- Conocimiento de las técnicas de locución y comunicación en publicidad
- 3.- Conocimiento básico de la producción audiovisual publicitaria en la era digital
- 4.- Conocimiento básico de las estrategias comunicativas y las sinergias multisoporte
- 5.- Conocimiento básico del manejo de los elementos técnicos de la comunicación audiovisual (programas de edición audiovisual / Home studio)
- 6.- Conocimiento básico de las técnicas de locución publicitaria
- 7.- Conocimiento básico de la utilización creativa de la música en el mensaje publicitario

8.- Conocimiento básico de los condicionantes legales y económicos en la creatividad publicitaria en radio (límites legales y costes publicitarios)

9.- Actividades colaborativas basadas en metodologías de aprendizaje por proyectos (aprendizaje cooperativo, aprendizaje basado en problemas, metodologías colaborativas y foros de discusión)

## **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.

### **Specific skills**

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

To apply the principles of economic management and manage a budget effectively, with accountability and consistency, on behalf of the advertiser, in order to accomplish the communication objectives set.

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
35 hours	40 hours