UFV
Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising

Field of Knowledge:	Social and Legal Sciences

Faculty/School:	Communication Sciences

Course:	CREATIVITY IN RADIO

Type:	Optional		ECTS credits:	3

Year:	3		Code:	3381

Teaching period:	Sixth semester

Subject:	Message Design and Production

Module:	Design and Production of Advertising Messages (Tools)

Teaching type:	Classroom-based

Language:	Spanish

Total number of student study hours:	75

SUBJECT DESCRIPTION

This course provides students with knowledge of audiovisual production, sound language and radio communication applied to the development of advertising creativity. Communication tools and techniques in new advertising media, formats and genres. It also translates into the digital age creativity and the advertising environment and the adaptation of audiovisual production to the new consumer environment, as well as the legal constraints and costs of advertising production, and the management and knowledge of the techniques and tools for its production.

1.- Knowledge of the language of sound communication (word, music, effects and silence)
2.- Knowledge of speech and communication techniques in advertising (formats and trends)

3.- Basic knowledge of audiovisual advertising production in the digital age (podcast and other formats)

4.- Basic knowledge of communication strategies and multisupport synergies

5.- Basic knowledge of the management of the technical elements of audiovisual communication (audiovisual editing programs/Home studio)

6.- Basic knowledge of advertising voiceover techniques

7.- Basic knowledge of the creative use of music in advertising messages

8.- Basic knowledge of the legal and economic conditions in radio advertising creativity (legal limits and advertising costs)

9.- Collaborative activities based on project-based learning methodologies (cooperative learning, problem-based learning, collaborative methodologies and discussion forums)

GOAL

To know the tools and the radio language for the correct elaboration of the advertising message in the radio medium as well as the development of creativity applied to it

PRIOR KNOWLEDGE

non

COURSE SYLLABUS

1.- Sound language in advertising

1.1 Sound elements

1.2 Effects, word, silence and music

1.3 Sound Effects: Descriptive and Figurative

1.4 Assemblies: realistic and conceptual

1.5 Recording, Editing and Mixing (Tools and Techniques)

2.- Sound advertising speech and communication

2.1 The registry

2.2 The tone

2.3 Diction

2.4 Breathing

2.5 Sound articulation

2.6 Audio communication (codes)

2.7 AI tools in voice generation

3.- Music in advertising

3.1 Copyright

3.2 Royalty Free Songs (Jamendo)

3.3 The musical selection

3.4 Mixing and editing music

3.5 AI tools for music generation

4.- Advertising sound elements (Branding/Imagining)

4.1 Wedge

4.2 Mention

4.3 Jingle

4.4 Liner/Indicative/Mask

4.5 Tuning or bed

4.6 Audio Pre-roll

4.7 Microspaces

5.- Advertising audio recording and editing tools

5.1 Recording (microphone)

5.2 Audio editing (Pro Tools, Audition, Audacity and others)

5.3 AI tools for audio editing

6.- The advertising production of radio campaigns

6.1 The briefing

6.2 Creativity

6.3 The script

6.4 The voice

6.5 The music

6.6 The recording

6.7 The edition

7.- The podcast

7.1 Podcast types

7.2 Podcast producers

7.3 Podcast platforms

7.4 Distribution and advertising

8.- The media plan: supports and platforms for the dissemination of advertising audio

8.1 Schedules (simulcasting/podcasting)

8.2 Channels (FM, TV, App, RRSS, Web, YouTube, podcast)

8.3 Audience (divergent and globalized)

8.4 General and/or specialized radios and media

8.5 Measurements (EGM) Practice: developing a media plan

EDUCATION ACTIVITIES

LEARNING

-Learning the use of music, speech and silence applied to sound and advertising language

-Learning the use of the voice as an advertising tool and its locution techniques in its different registers and tones

-Methods for training creativity applied to radio and advertising

METHODOLOGIES

-Cooperative learning

-Problem based learning

-Peer evaluation

-Project-based learning

-Group collaborative methodologies
-Discussion forums

The training will be completed through online training tools in the virtual classroom and individual and group educational projects.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
35 Horas	40 Horas

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

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.

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 design and produce communicative content of interest to audiences as new territories of communicative relationship.

Apply the principles of economic management and manage a budget effectively, responsibly and consistently, on behalf of the advertiser, to achieve the established communication purposes.

Set the communication objectives of each campaign and ensure that they are not distorted or diverted during the process of creating, producing and communicating advertising messages.

LEARNING RESULTS

Know the limits in the creative use of sound elements to avoid distorting your message

Know the radio advertising sector as well as its budgets and resources for the correct and efficient preparation of radio advertising messages

Learn the use of sound language and the correct use of its elements so that the message is effective with its correct communication channels and narratives

LEARNING APPRAISAL SYSTEM

COOPERATIVE WORK IN SMALL GROUPS AND AUTONOMOUS WORK THEORETICAL LEARNING
-Knowledge applied to experience -Inductive/deductive learning methods
-Exhibition classes referring to the current audiovisual sector

PRACTICAL LEARNING
-Project/problem-based learning
-Activities related to theoretical knowledge to reinforce your learning
-Encounters with error/success -Activities related to the current radio and television sector
-Self-teaching activities using tools and resources to promote their interest in learning

CONTINUOUS EVALUATION
Objective tests for the acquisition of competencies and knowledge: 40%
Attendance and participation: 10%
Work/Final Exam: 50%

REQUIREMENTS

- The work will be carried out in groups (except for some individual practices). The validation of the groups will be done by the teacher, there will be minutes of work and reprimand and/or expulsion for poor performance of the teams (notice 1 and expulsion)
- It is mandatory to have at least 75% of the work delivered
- It is mandatory to have the final work approved in order to be able to measure with the rest of the works
- Attendance and participation may vary the final grade for justified reasons (work, health, etc.)
- Once more than 40% of the course duration has been exceeded, continuous evaluation cannot be waived, and it will be evaluated following the regulations for this purpose
- The single delivery of the final work without the rest of the works required by the teacher are not sufficient for the final evaluation
- The teacher reserves the right to request extra work in high performance cases for raising the grade
- There will be a theoretical knowledge test within the practices (objective knowledge acquisition tests) that must be passed in order to access the final exam

DISCONTINUOUS EVALUATION
Students who will not be able to attend classes for justified reasons should contact the teacher so that a work plan can be designed for them before the final exam in an ordinary or extraordinary call, after approval of an academic waiver.

REQUIREMENTS
- Students who have not attended classes must justify the reason and request academic exemption from the Degree Director
- The papers and the final exam may be carried out in groups or individually
- The one-time submission of a final work without having previously contacted the teacher will not be considered suitable for the final satisfactory evaluation
- The teacher reserves the right to request extra work in high performance cases for raising the grade

WORK/FINAL EXAM (ordinary call)
Group presentation of a creative advertising campaign (creativity, planning, production and distribution) for the audio medium. The requirements, rules and evaluation rubric will be published in the Virtual Classroom. The final group exam score will be the same for the entire group, with individual exceptions in specific cases that the teacher will evaluate for a performance that stands out from the rest.

WORK/FINAL EXAM (extraordinary call)
Presentation of a creative advertising campaign (creativity, planning, production and distribution) for the audio medium. Students who have submitted to the continuous evaluation and who have not passed any of the tests or requirements may recover those works at the discretion of the teacher. The type of examination/final work to be carried out will be published in the Virtual Classroom, with its requirements, rules and evaluation rubric.
In the case of students who have not attended class (discontinuous evaluation) or in an extraordinary call, they will be notified by email or virtual classroom of the work to be done (it is essential that students contact the teacher before the delivery date in order to apply). They could be group or individual work, according to the teacher's discretion
In the extraordinary call for students who have not passed the continuous evaluation, the cumulative final grade of said evaluation will not be kept except in particular cases of positive individual performance (AP or higher in the individual total) that have been hampered by group performance and that the teacher evaluates it with an improvement in the final grade of the extraordinary call work.

General note: All tests subject to evaluation will be subject to the provisions of the UFV Regulations. Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with the provisions of these regulations. Teachers have at their disposal a computer anti-plagiarism tool that they can use as they deem

necessary. The student will be required to accept the permissions to use the tool in order for that activity to be qualified.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.

b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.

c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).

d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the Guide for the Responsible Use of Artificial Intelligence in Studies at UFV. Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

PEDRERO L. M., & GARCIA LASTRA, J. M. (Eds.). (2019) The digital transformation of radio. Ten Keys to Your Professional and Academic Understanding Tirant L0 Blanch

Additional

Andoni Orrantía; foreword by José Antonio Llorente. How does your brand speak on a podcast? : audio in your company's digital marketing strategy/Pozuelo de Alarcón (Madrid) :Esic, 2022.

Alfredo Arense Gómez. The Three Emes: the keys to musical radio behind the Kiss effect/Publixed Ediciones.