

DEGREE IN: ADVERTISING AND PUBLIC RELATIONS

1. GENERAL DETAILS OF THE SUBJECT

Name: **ART DIRECTION**

Level: SECOND

Semester: SECOND

Type (Basic/Compulsory/Elective subject): **COMPULSORY**

Weekly class hours: 4

Crédits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

Art Direction is the foundation of successfully communicating any advertising message. Art Directors are the nexus of the different processes involved, and as such knowledge of the role they play is integral to a better understanding of Marketing and Advertising. From working with copywriters and creative directors in the initial brainstorming phase of a campaign, to developing innovative strategies to present to the client and coordinating graphic artists, typographers, and others in the creation message, the Art Director is ultimately responsible for seeing advertising ideas through the development process and into a final product. Using project-based education, students will take part in all stages of a communication project from beginning to end.

3. SITUATION

Previous knowledge and skills:

At least a B1-B2 level of English

Knowledge of Microsoft Office package or Google Workspace analogues.

Recommendations:

Students should have access to a computer with design programs such as Adobe Illustrator or other Adobe Creative Cloud programs (Photoshop) or analogues such as Corel Draw.

Adaptation for students with special needs:

Art Direction is offered in English.

Material presented in class will be available online in PDF format to facilitate note-taking and comprehension of materials.

Special considerations for exam-taking according to students' needs.

Any other considerations that EUSA provides

4. OBJECTIVES AND COMPETENCIES

Specific teaching objectives

- a) Ensure that students have knowledge of aesthetic guidelines and finishes necessary ends in the creation and production of communication, in general, and of advertising and public relations, in particular.
- b) Give students the ability to build, plan and evaluate actions and speeches typical of advertising communication and public relations for the preparation of communication campaigns, for which they will also know the application possibilities effective use of different technologies.
- c) Get the students to know the expressive capacities and particularities of each of the media, supports and advertising formats for the elaboration of messages and communication campaigns, as well as the ability to analyze and select the

dissemination vehicles in accordance with the communication strategies (both in media conventional and unconventional media).

d) Promote critical, analytical and interpretive capacity, providing knowledge of the work procedures necessary to transform customer needs into efficient communication solutions.

e) Ensure that students have the capacity to make decisions and implement coherent communication strategies, through effective creativity, measuring subsequently their results and drawing the appropriate conclusions.

f) Promote the creative capacity of students for its application in advertising campaigns. communication.

g) Ensure that students have creative capacity for artistic direction (conceptualization in images) of communication campaigns as well as their application to the different media and communication supports.

h) Promote training in the knowledge and use of communication technologies in different multimedia and hypermedia environments, for its application in the field of advertising and public relations and the development of new media.

Competencies:

Transversal/generic skills (G):

G01. Ability to adapt to technological, business or organizational changes labor of institutional, business and social communication.

G02. Ability to work in a team and communicate one's own ideas through creation of a conducive environment, as well as the ability to integrate into a project common aimed at obtaining results.

G03. Creativity: Ability to apply creative thinking in marketing campaigns. communication.

G04. Decision making: ability to make the right choice in situations of uncertainty, assuming responsibilities.

G05. Capacity for the ideation, planning, execution and evaluation of advertising campaigns. communication.

G06. Order and method: ability to organize and schedule tasks, carrying them out in an orderly manner, logically adopting priority decisions in the different processes of a communication campaign.

Specific competencies (E):

E02. Possess knowledge about communication theories and methods

E04. Knowledge and analysis of the theories, forms and processes of advertising and public relations. Study of its diachronic evolution.

E09 Capabilities and skills to know how to apply research throughout the entire research process communication, both in its aspects before and after the development of the communication actions to evaluate their results. Learning theoretical-practical of the research process.

E10 Learning for the qualitative and quantitative evaluation of the processes of communication.

E11 Capacity for semiotic analysis of advertising discourse and knowledge of concepts creatives aimed at creating advertising messages.

E12 Critical, analytical and reflective capacity in relation to the audiovisual event, as well as the interrelationships between the subjects and audiovisual genres that make up the panorama current state of audiovisual media.

E14 Knowledge of communication disciplines in the Spanish, European and international, as well as the theories, concepts and currents that study them from the analysis and investigation of the messages they transmit and their social impact

E17 Study and evolution of the industrial, social and aesthetic aspects that affect advertising

E19 Knowledge and study of the psychosocial, cognitive and emotional processes of communication. Knowledge and theoretical analysis of different communicative phenomena, with special attention to its relationships with business communication.

E20 Ability to critically perceive the new panorama of communication that we face surrounds, considering iconic messages as the fruit of a society that is the product of sociopolitical, economic and cultural conditions.

E21 Theoretical and practical knowledge of the elements, forms and processes of languages advertising and other forms of communication.

E24 Knowledge of the different information media (press, radio, television and Internet) and its different languages.

E29 Capabilities and skills for expressive conceptualization and crystallization of concepts: idea, writing, design, realization and production, in advertising and relationships public.

E30 Know and know how to use the main techniques and tools in Advertising and Public relations.

E32 Capacity and ability to create and develop graphic elements, images, symbols or texts in the field of advertising and propaganda communication.

E35 Ability to observe new trends, concepts and formats of the advertising and public relations in companies.

E36 Know and know how to use specialized techniques and tools and/or linked to the new technologies.

E37 Basic knowledge of technologies applied to information and its presentation and design in the different phases of the speech creation and design process audiovisuals and advertising and business public relations campaigns, institutional and political.

E47 Ability to understand text messages and iconic media messages communication, as well as journalistic information and the construction processes of the agenda.

the ability to work and to communicate ideas as part of an advertising team

- Learn about the creative processes and techniques necessary to successfully create an advertising campaign
- Display decision-making skills and apply them to the briefing, and assume responsibilities as part of a team
- Know the different parts of an advertising campaign and the art directors relationship to them
- Show the ability to schedule tasks and organize workloads to elaborate corporate communication or advertising campaigns

Specific Competencies

- Knowledge of advertising theories and methods
 - Knowledge and analysis of theories related to advertising and public relations
 - Skills to know how research applies to communication, and the theoretical basis of the same
 - Ability to evaluate communication processes
 - Knowledge of the creative process and ability to critically analyze, on a quantitative and qualitative level, the different stages and process of creating an advertising message
 - An understanding of the current state of audiovisual media and the relationship between different areas and techniques involved
 - Knowledge of the field of communication in Spain, Europe and abroad based on analysis of messages and their social impact
 - Study and evolution of the industry, society and esthetics of advertising
 - Knowledge of points of interest in communication, with a focus on business communication
 - Ability to critically evaluate iconic messages and the social, economic, cultural and political paradigms in which they exist
 - An understanding of theoretical and practical elements shapes and processes of advertising and communication
 - Knowledge of the different support elements for message transmission and specific vocabulary entailed with press, radio, television and the online ecosystem
 - Have the skills and knowledge to develop and express advertising ideas, and knowledge of the process as a whole
 - Learn techniques and tools of Advertising and Public Relations
 - Show knowledge of the different elements of graphic design as applied to advertising and publicity
 - Have insight into new trends, concepts and types of advertising and public relations within the business world
 - Knowledge of techniques and tools provided by new technologies
 - Basic knowledge of information technologies and presentation for advertising and corporate communication campaigns
 - Communicate advertising ideas and notions to institutions and clients
- E47 Understand the underlying messages found in media, advertising and other forms of communication

5. COURSE CONTENTS OR THEMATICS SECTIONS

TOPIC 1: Art Direction and Design

TOPIC 2: Professional Profiles: The Art Director and the Designer

TOPIC 3: Foundations of Graphic Design: from concept to design elements

6. LIST OF TOPICS

TOPIC 1: Art Direction and Design

1.1 What is design?

1.1.1 The design process and problem-solving

1.1.2 What is Advertising design?

1.2 Examples of Corporate and Persuasive design

TOPIC 2: Professional profiles: The Art Director and the Designer

2.1 The advertising team

2.1.1 The creative department: roles and responsibilities

2.2 Visual and Artistic trends

2.3 Portfolio development and management

TOPIC 3: Foundations of Graphic Design: from concept to design elements

3.1 Introduction: Gestalt Principles

3.2 Color

3.3 Point, line, plane

3.4 Shape

3.5 Typography

3.6 Composition

7. METHODOLOGY AND TEACHING TECHNIQUES

This course is built around a practical project developed throughout the module that will mimic the advertising design process and require working in groups during different parts of the process. Participation in the project and in-class exercises, as well as conversations that result from the theory presented will be integral parts of the learning process.

All information provided to students will come in the form of presentations and weekly readings presented by the instructor in class and using the online platform provided by EUSA that students are easily able to access in or out of the classroom. This online space will serve as an additional forum for students to present and answer questions, and to share additional material to further improve technological skills, such as tutorials in graphic design and computer programs commonly used in the industry.

As the subject is a practical and theory-based class, **in-person classes** will serve for sharing information and coming to a better understanding of the field of Art Direction. In-person classes will serve as a multi-directional forum, with information presented as practical cases for discussion among the students and the professor. Discussion and analysis of these cases will serve to illustrate the ideas and concepts contained within the course material and to move students forward in the development of their own project. Subject material will be presented in presentations that will be uploaded to EUSA's online platform so students are more easily able to access material or resolve any questions they may have outside of the classroom.

During in-person sessions there will also be **laboratory sessions** dedicated to learning and improving skills with the technology used in Art Direction and Graphic Design. Tutorials and exercises presented in these sessions will further develop the technological skills necessary to thrive in the field. These tutorials, and additional materials will be posted to the online platform. Students will be presented with a tutorial and provided a task to be completed within the session and the instructor will provide direct feedback and resolve any questions as the students develop the exercises.

To further the students' understanding of the process of developing advertising or corporate communication, a **practical project** will be developed from the beginning of the course that will follow the stages of a typical campaign. Students will demonstrate their knowledge of the theoretical concepts presented in a practical case that will, in different moments, require working in groups or individually depending on the phase in question.

No introduction to Art Design and advertising campaigns would be complete without hearing the experiences of **expert professionals** in different areas of the field of Art Direction, and as such, one or more sessions will rely on the knowledge that only these professionals can provide.

8. ASSESSMENT CRITERIA

Evaluation for in-person classes:

Option A: Attendance > 75%

Practical Sessions and Exercises held in class (65%)

Final Project starting with the brainstorming of ideas for a pitch to a prospective client and finalizing with the presentation of a product, demonstrating knowledge and understanding of key concepts. (35%)

Option B: Attendance < 75% (Or student preference)

Exercise packet consisting of 50% of the design exercises realized during the course (20%)

Final Exam with a short and long answer questions based on the theory presented in classes. (40%)

Final Project starting with the brainstorming of ideas for a pitch to a prospective client and finalizing with the presentation of a product, demonstrating knowledge and understanding of key concepts. (40%)

2nd AND 3rd EXAM SESSIONS

Evaluation option A will only be available during the **First exam session**. For the **Second exam session**, evaluation option B will be applied. Finally, for the **third exam session**, the exam will represent 100% of the final mark. As explained above, the methodology and evaluation systems seek to promote active participation in the class.

9. REFERENCES

Specific

- Specific Bibliography
 - Mahon, Nik., *Basics Advertising: Art Direction* (Lausanne ;: AVA Academia, 2010)
 - Schwab, Victor O., *How to Write a Good Advertisement : a Short Course in Copywriting* (New York: Picker Partners Publishing, 2015)
 - Heller, Steven., Vienne Veronique., *The Education of an Art Director* (New York: Allworth Press, 2006)
 - Evans, Poppy., Aaris. Sherin, and Irina. Lee, *The Graphic Design Reference & Specification Book : Everything Graphic Designers Need to Know Every Day*, 1st edition (Beverly, MA: Rockport Publishers, 2013)

General

- General Bibliografía
 - Gilbert, Elizabeth T., and Melissa Gerber, *Color : a Practical Guide to Color and Its Uses in Art*, Digital edition. (Lake Forest, California: Walter Foster Publishing, 2017)
 - MacRury, Iain., *Advertising* (Abingdon, Oxon ;: Routledge, 2009)
 - Young, Miles, *Ogilvy on Advertising in the Digital Age* (London: Goodman, 2017)
 - Hopper, Jodi Staniunas, *Learning Vector Illustration with Adobe Illustrator : ...through Augmented Reality, Videos, Projects and More*, First edition. (London ;: Bloomsbury Visual Arts, 2020)

- Xue, Liangchao, Christopher J Parker, and Cathryn A Hart, 'How to Design Effective AR Retail Apps', in *Augmented Reality and Virtual Reality* (Cham: Springer International Publishing, 2021), pp. 3–16
- Greenberg, Clement, *Art and Culture: Critical Essays*. (Boston: Beacon Press, 1967)

Other sources (websites, etc)

- Websites of interest.
 - Envato Tuts+, Adobe Illustrator for Beginners. 2020 (Available online at: <https://youtu.be/lb8UBwu3yGA>)
 - DesignCourse, *Learn Adobe XD in 2021 by Example*. 2021(Available online at: <https://youtu.be/3rQ-eTmWah0>)
 - Colossal. International platform for contemporary art and visual expression (Available online at: <https://www.thisiscolossal.com/>)
 - Neil Patel, Digital Marketing. (Available online at: <https://neilpatel.com/>)
 - WGSN, Consumer Trend Forecasting. (Available online at: <https://www.wgsn.com/en>)
 - Trend Bible, Global Future Trends Agency. (Available online at: <https://www.trendbible.com/>)