
DEGREE: **DEGREE IN ADVERTISING & PUBLIC RELATIONS**

BASIC COURSE INFORMATION

Name: **ART DIRECTION**

Course: **YEAR 2**

Semester: **2**

Type: Basic formation

Compulsory

Optative

Credits (LRU / ECTS): 6

Curriculum incorporation in: 2010

DESCRIPTION

The art and design director must have the enough knowledge so as to be able to develop art direction tasks in advertising campaigns and the capacity to coordinate with the diverse providers which are involved. To know the process of development of each creative element, from the visualisation of the idea to the development of the design and final making.

AIMS

- To know the profession of the Art Director: capacities and aptitudes, their function within a communication team, etc.
- To acquire the graphic bases so as to resolve practical issues.
- To know the processes and techniques for the conceptualisation and visual rhetorics.
- To establish relations with advertising strategy and art direction.
- To know the art direction fields.
- To be prepared for graphic campaign development regarding cooperative communication or advertising ones.

SKILLS

Generic transversal skills:

- Development of graphic creativity applied to communication strategy.
- Procedures and methodology relative to work in communication teams.
- Knowledge of elements and basic processes of a design project.
- Acquisition of theoretical and practical skills so as to create and put in practise the graphic projects.

Specific skills:

- Capacity to analyse the briefing.
- Acquisition of specialised vocabulary.
- Development of graphic conceptualisation.
- Recognise the value of certain technological and technical solutions for project-solving.
- Acquisition of indicators to assess the proposals.
- Development of mockups and presentations.
- Communication with the client.

METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities

1. Theoretical, practical or theoretical-practical face-to-face lessons. Activity value: 50 up to 100%.
2. Face-to-face discussion lessons or other intervening lessons. Activity value: 0 up to 50%.
3. Lessons carried out by experts on the topics addressed in this course. Activity value: 0 up to 10%.

Non-attendance training activities:

4. Tasks or individual or collective practical tasks. Activity value: 0 up to 100%.
5. Other non-attendance activities. Activity value: 0 up to 50%.

COURSE CONTENT: TOPICS

UNIT 1. INTRODUCTION TO ART DIRECTION. MAIN FUNCTIONS AND TOOLS OF THE ART DIRECTOR.

UNIT 2. GENERAL DESCRIPTION OF THE DIVERSE FORMATS AND ADVERTISING MEDIA.

UNIT 3. GENERAL CONCEPTS ABOUT THE MAIN GRAPHIC DESIGN SOFTWARES.

UNIT 4. GRAPHIC DESIGN BASES: COLOUR AND PHOTOGRAPH.

UNIT 5. THE DESIGN FIELDS.

UNIT 6. GRAPHIC AND ADVERTISING PRODUCTION: PRE-PRINTOUT, PRINT OUT AND PRODUCTION.

ASSESSMENT

Final marks which recognise the acquisition of the minimal skills to pass this course will be given generally or partially.

1. Test which consists of a theoretical exam and a practical one. Both of them as a whole will mean a 0-100% of the final mark. The possibility of replacing this test with an oral test will only be possible when there is a reason which hampers taking it in the written form, still keeping the same percentage.
2. Individual or collective theoretical and/or practical assessments, whose compulsory or optional nature relies on the professor's guideline. Students may get from 0 up to 100% of the global mark.
3. Attendance and/or interventions in class and/or tutorials will be taken into account according to the professor's guideline. (0-20%)
4. Interventions in activities through telematics: blogs, forums, online platforms, webs, social media, etc. (0-20%)
5. The professor may apply other grading systems depending on their guideline. In that case, those must be reflected on the teaching syllabus, clearly specified with their own percentage on the final mark.