

## **ADVERTISING ART MANAGEMENT**

**COURSE:** THIRD

**SEMESTER:** FIRST

**TYPE:** OBLIGATORY

**CREDITS:** 3

**LANGUAGE:** ENGLISH

**PROFESSOR:** [DRA. M<sup>a</sup> EUGENIA MARTÍNEZ](#)

### **OBJECTIVES:**

- Getting familiarized with the profession of Art Director, knowing their main goals, as well as their abilities and challenges, and understanding in depth the scope and impact of their job in the market.
- Learning the tools and techniques of artistic and graphic implementation and management of advertising projects in conventional and unconventional media.

### **COMPETENCES:**

- Learning to apply their knowledge to their works or vocations in a professional way and possessing the skills that usually are demonstrated through elaboration and defending of the arguments and resolution of problems inside of their area of study.
- Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.

## **GENERAL**

- Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- Designing and developing new ideas and projects related to innovative concepts and methodologies.

## **SPECIFIC**

- Students can spot market opportunities and communication tendencies, by using appropriate methodologies concerning commercial and market research.
- Students can design, plan and manage corporate identities as well as graphic and visual elements, which are necessary in advertisement and marketing campaigns.
- Students can effectively listen, negotiate, persuade and communicate (orally and written), using the means of the business world, like reports and their presentation about specific situations concerning advertisement and Public Relations

## **LEARNING OUTCOMES:**

- Ability to design press advertisements.
- Ability to design media campaigns and non-conventional supports.

- Applying the principles of graphic design.
- Adapting to different working ways of the creative departments: writing, art direction, creative direction and production.
- Knowledge to analyze and value the visualization of advertisement messages in graphic announcements.
- Applying the principles of layout composition and communication visual techniques.

## **CONTENTS:**

### **1. Lateral Thinking without computer.**

- The importance of the process in the art management.
- The importance of the manual expression.
- Lateral thinking.

### **2. Photoshop basic notions.**

- Lighten a photo.
- Lighten only an element.
- Change an element color.
- Change to black and white except one element.
- Blur the photo except one element.
- Duplicate an element, free transform and shadows.
- Delete an element.

### **3. Main practical notions**

- Differences between a montage /collage, sketches / outlines and final artworks
- How to create a mockup
- Illustrator – Pathfinder, create text with patterns, make a gradient with more than two different elements

### **4. Brand identity (corporate visual identity).**

- How can we follow the process (by hand and by computer)
- How can we show the project to the client

### **ASSESSMENT:**

There will be one practical exam (that can be retaken) that will have a 40% value of the final mark. The other 60% is by three non-recoverable activities (consisting of one group work and two in pairs).

It is necessary for students to pass the exam **(+ 5pt out of 10)** to do the average with the activities average. The average of the subject (exams + activities) has to be higher than 5 points to pass the subject.

It is NOT mandatory to pass all activities to be evaluated, as long as the average of all of them is passed.

In the case of not obtaining a mark higher than **5pt** in the average of the activities, the student can not pass the subject, although the average with the exam is passed.

Due to the practical nature of the subject, the only recoverable option is the exam. All activities are planned in such a way that daily follow-up in class will allow the student to have the option of constant improvement.

The students will work in pairs and in groups. Despite this, students can obtain different marks in the same activity, depending on the fulfillment of the micro-objectives established for each session, for each activity.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as in the open debates in class. The critical and analytical student vision will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates and the oral presentation of the activity in a group.

#### **METHODOLOGY:**

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice.

Furthermore, the students must do individual activities during the hours of personal work.

The subject is mainly practical. It is based on the theory that were made in the previous Advertising Design subject. They must learn to materialize the ideas using Illustrator and Photoshop softwares. The students will go in depth into the most important elements at a theoretical level, in order to develop in a better way, the practical part.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of practical aspects given in class and complement them with the basic bibliography (that are software tutorials to increase their knowledge if they need).

**REFERENCE BOOKS (manual and software tutorials):**

- Manual de Photoshop CS5, MEDIAactive, 2011, Marcombo, Barcelona.
- Manual de Illustrator CS5, MEDIAactive, 2012, Marcombo, Barcelona.
- Aprender Photoshop CS6 con 100 ejercicios prácticos, MEDIAactive, 2012, Marcombo, Barcelona.
- Aprender Illustrator CS5 con 100 ejercicios prácticos, MEDIAactive, 2010, Marcombo, Barcelona.

Activity	Evaluation	Competences and KR	Constraints	Commitment
<b>Activity 1. OPEN-MINDED.</b> The students will develop a graphic piece with a maca and an element (physical object) that apparently have no relation. They must establish this connection through the graphics and do so according to a series of photoshop techniques explained in class.	10%	CB2, CG4 // R4, R5, R8	<i>In pairs</i> <b>Mandatory delivery in the stipulated date</b> <i>Can't be retaken</i>	6 hours
<b>Activity 2. Veritas campaign.</b> Students must develop a campaign to change the positioning of a supermarket, using different media. The materials to be developed are: mupi, magazine advertisement, banner, bi-fold and store vinyl. They must present sketches of the process, final arts and mockups.	25%	CB2, CB4, CG1, CG4, CE1, CE8 // R2, R3, R4, R5, R7, R8	<i>In groups of maximum 4 people</i> <b>Mandatory delivery in the stipulated date</b> <i>Can't be retaken</i>	18 hours
<b>Activity 3. Corporate Visual Identity and campaign.</b> The students will carry out the creation of the Corporate Visual Identity of a new beverage brand and they will develop a series of materials for product design and promotion. They will carry out the whole process, from the realization of the sketches to the materialization of them through the computer programs. The manual of Corporate Visual Identity, the sketches of the process, the final arts of the different graphic materials and the mockups (of the labels, packaging, leaflet and card) will be delivered.	25%	CB2, CB4, CG1, CG4, CE1, CE2 // R3, R4, R5, R8	<i>In pairs</i> <b>Mandatory delivery in the stipulated date</b> <i>Can't be retaken.</i>	18 hours
<b>FINAL EXAM.</b> Practical exam where the students will have to carry out the realization of graphic materials with determined technical characteristics.	40%	CB2, CG4, CE2 // R3, R4, R8	<i>Can be retaken in extraordinary exams as long as the student has made the correct follow-up of the rest of the evaluation (that is, has a score higher than 5 of the average of the activities)</i>	5 hours to review
<b>CLASS HOURS</b>				24
<b>TOTAL HOURS OF COMMITMENT</b>				71