

ADVANCED ADVERTISING CREATIVITY**COURSE:** THIRD**SEMESTER:** FIRST**TYPE:** OPTIONAL**CREDITS:** 6**LANGUAGE:** ENGLISH**GOALS:**

This course is designed to teach students several theoretical and methodological frameworks that complement their knowledge of creativity in advertising. The course offers students the opportunity to learn various techniques to enhance creativity, develop a comprehensive range of creative and transferable skills, acquire competencies to develop effective advertising strategies, and identify market opportunities.

The course includes lectures and discussions, as well as learning techniques that are meant to facilitate the exploration of creative strategy and research in advertising. Students are encouraged to develop an enquiring approach towards this course based on extensive individual research and analysis.

COMPETENCES:**BASIC**

- **CB3** - Students will be able to collect and interpret relevant data (appropriate to their discipline) in order to critically evaluate arguments and evidence, including reflection on social, scientific and ethical issues.

GENERAL

- **CG1** - To develop linguistic skills and be able to express yourself accurately and effectively in different oral and written communicative situations, both orally and in written form, in their own community languages and in English.
- **CG4** - To design and develop new ideas and projects using innovative concepts and methods.

SPECIFIC SKILLS

- **CE2** - To design, plan, and manage corporate identities, along with the graphic and visual elements needed in marketing and advertising campaigns.

LEARNING OUTCOMES

- **R5** - Creatively shape your message in specific advertising sectors.
- **R6** - Evaluate new advertising media, like Digital Signage.

CONTENTS

PART 1 – OUR CREATIVITY

- Is creativity inborn or developed?
- Testing our creativity
- Creativity & Multiple Intelligences
- Limiting beliefs and their impact on creativity
- Breaking limiting beliefs
- Self-awareness as a boost for creativity

PART 2 – ADVERTISING AND CREATIVITY

- Creativity in advertising
- Creativity and effective advertising
- Advertising campaign creation process
- Visual and verbal creativity: art direction and copy
- Creativity strategy in advertising
- Creativity in brand strategy
- Advertising creativity research
- The process of forming ideas in advertising
- Creativity in advertising media
- Creativity in digital media

PART 3 – CREATIVITY IN ACTION : Creative Thinking Techniques

- Activities to spur creativity : Brainstorming, Mental mao, Visualitzazion, ZiZoZi

PART 4 – CREATIVITY ADVERTISING : a framework for creative performance

- Dream Team : a framework for great creative performance
- The Kick Start Catalogue: Finding ideas that communicate
- Copy with punch: using wit and humor
- Classic Creative Techniques
- Visualization: movies in your mind

PART 5 – NEW ADVERTISING MEDIA

- How Technology and New Media are Shaping the Future of Advertising

5.2 Digital signage among others**EVALUATION SYSTEM**

Course Grading

Grading system	Weighting
Individual Final exam	30%
10 group activities	50% (5% each activity)
Final project	20%

EXAM

- Final exam will include all the content taught until the week before of the exam date. Date: See planning schedule.

Group homework activities

- Activities # 1 through # 10 will be related to what was taught in class.

Due date : See planning schedule

- Criteria of activity evaluation : Research done, creative thinking behind the homework, oratory skills (when oral presentations is demanded) & presentation tools.
- Way of submission: written information in PDF/Word & PowerPoint used in oral presentation ONLY ACCEPTED through Moodle plus oral presentation (when asked for) in class.

Final project assignment in groups

- The final project is about designing a creative advertising campaign applying the concepts seen in class. They must conform to the guidelines provided by the professor in class and uploaded to Moodle. Due date: See Planning schedule.
- Criteria of project evaluation: quality of the written delivered project, oratory skills, research done. Proposed strategy & presentation tools.
- Way of submission: written information in PDF/Word & PowerPoint used in oral presentation ONLY ACCEPTED through Moodle plus oral presentation in class.

Hand-in conditions: Each activity hand-in conditions will also be mentioned in the guidelines provided by the professor though in the METHODOLOGY section it is specified.

As specified before, there will be one, written and individual exam, weighting 30% of the final grade; the remaining 70% will be obtained by group activities with guidelines will be uploaded, at least, two weeks prior to its delivery date. Non-attendance to the exam will result on a grade of 0 (zero).

The only item that is possible to be recovered in the week of recovery is the exam. It is necessary for students to pass the exam (+50pts out of 100) in order to do the average with the rest of the grades (activity grades). It is necessary to pass both parts: activities and final project average equal/over 50/100 and exam equal/over 50/100. Their average will become the final grade.

If an activity involves an oral presentation, group students will be graded jointly for the written presentation but may receive a different grade in their oral presentation.

Non-attendance (and not justified) in those classes where an activity must be delivered, will be considered as a “not delivered” activity, and will suppose a zero for that activity.

Those students who know in advanced that they won't be able to assist to the oral presentation date and the absence is justified, must make video with his/her part of the presentation in order to project the video while the rest of the group is making their oral presentation. Those student's that are absence on the delivery date due to unexpected reasons (illness) and can justified their absence on the activity day will have, at most, 3 business days after the due date in order to send a video with the presentation of the activity (their part + the rest of the group parts). If this is not done within those days it will be considered as not presented, hence a zero grade.

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as well as in the open debates in class. The critical and analytical student vision and thinking 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. The teacher will consider the progression and continuous evaluation of the student when grading the activities.

METHODOLOGY

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classrooms sessions, the teacher will expose contents of the program using different learning methodologies.

Besides making group activities in class to apply what was learned, students must do individual activities during their own personal hours.

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 theoretical aspects given in class, complement them with the basic bibliography and have some exercises done.

The professor will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity.

He will be able to do it in the complementary period, but only in case he meets the

requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In the case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

ORAL PRESENTATIONS

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations for each homework must be done on the designed dates. If the student is missing that day, this means a zero grade for that student. If the absence is justified, the student will make his presentation on the following class without prior notice.

Any presentation format can be used (powerpoint, prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded at Moodle before the beginning of the class where oral presentations will be done. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero in the specific case of the student that didn't upload the content.

Hand-in conditions: Each homework-activity must have a Word/PDF and a PowerPoint/Prezi presentation. Both have to be uploaded to Moodle.

Activity	Percentage weights	Competences and learning outcomes	Conditions	Dedication
Final exam	30%	CG1 - R6	Individual. Can only be recovered at the complementary period if the student has delivered the	40 hours.
Final Project	20%	CE2 - R5	Mandatory. Group activity. Can't be recovered. It must be delivered on the designated	30 hours.

Total class hours: Group A: 54 hours/ Group B: 58 hours/ Group C: 60 hours. Total dedication outside the classroom: 100 hours.

Total time of dedication to the subject: Group A: 154 hours/ Group B: 158 hours

BIBLIOGRAPHY:

Compulsory reading list:

- PRICKEN, M. (2008). *Creative Advertising Ideas and Techniques from the World's Best Campaigns* (2nd. Edition) Thames and Hudson Ltd.
- DE BONO, E. (2010) *Lateral Thinking: creativity step by step*. (Kindle Version) HarperCollins e-books.
- DE BONO. E, (2017) *Six Thinking Hats*. (Kindle Version)(Penguin.
- [ESERP online library] ZINQUE, N. (2017). *The power of Brainstorming The key to generating powerful and original solutions* 50MINUTES.COM. Publisher: Belgium 50Minutes.com
- [ESERP online library] CHANTAL, R. (2017) *Stimulating Your Professional Creativity Get out of your rut and unlock your creative potential*. Publisher: Belgium 50Minutes.com

Optional Reading List

- GARDNER, H. (2006) *Multiple Intelligences: New Horizons in Theory and Practice*. (2nd Edition) Basic Books.
- JUDKINS, R. (2016) *The Art of Creative Thinking* (1st Edition). Hodder And Stoughton.
- YOUNG, J. (2019) *A Technique for Producing Ideas* (5th Edition) Blurb.
- BAMBACH, L, EARLS, M., FIANDACA, D. and MORRISON, S. (2019) *Creative Superpowers: Equip Yourself for the Age of Creativity*. Unbond.

- COSME, S., JOHNSTON, N., and KINSTAN, P. (2019) *Advertising Superpowers: Tricks for creating great ads*. Independently published.