

COURSE NAME: ADVERTISING DESIGN AND NEW TECHNOLOGY

UFV CODE: 1375 ECTS: 4.5 SEMESTER CREDITS: 3

TYPE OF COURSE: OP, 1C HOURS: 45

INTERNATIONAL CODE: ADP1375 YEAR: 5

REQUIREMENTS:

OBJECTIVES: To be able to discern the origins of hypermedia. To discover the possibilities

opened up by new technologies for the world of advertising

COURSE DESCRIPTION: The theory and practice of narrative hypermedia

BIBLIOGRAPHY: MORENO, I.: Musas y Nuevas Tecnologías. Paidós, Barcelona 2002.

MORENO, I.: Narrativa Audiovisual Publicitaria. Paidós, Barcelona 2003

METHODOLOGY: Classes combine theory and practice

EVALUATION: Class attendance, exam and a course paper

PROFESSOR: To be appointed **LANGUAGE:** Spanish