

**COURSE NAME: ADVERTISING CREATIVITY II**

**UFV CODE:** 1342 **ECTS:** 6.0

**TYPE OF COURSE:** T, 1C

**INTERNATIONAL CODE:** ADP1342 **YEAR:** 5

**REQUIREMENTS:** ADP1333

**OBJECTIVES:** To learn techniques of adapting advertising messages to different media.

To understand the relationship between developing and carrying out a campaign.

To

understand the importance of teamwork and the relationship between all the departments

in an advertising agency in gaining maximum efficiency

**COURSE DESCRIPTION:** The creative strategy as a basis for advertising creativity.

Internal relations in an advertising agency. Presentation of ideas. Advertising creativity

and graphic media. Advertising creativity and audiovisual media. Advertising creativity

and new media. Advertising creativity and non-conventional media. Advertising creativity

in branding. Effectiveness of advertising creativity

**BIBLIOGRAPHY:** BAÑOS, M.: Creatividad y publicidad. Laberinto, Madrid 2001.

MOLINÉ, M.: La fuerza de la publicidad. Cinco Días, Madrid 1999. MORENO, I.: Narrativa

audiovisual y publicitaria. Paidós, Barcelona 2003. SAN NICOLÁS, C.: Aspectos de comunicación

y creatividad publicitarias. Kuaderna Editorial – Interlibro, 2003

**METHODOLOGY:** Throughout the course students will attend theoretical classes with

course material, undertake case studies and practical application of the knowledge

acquired in campaign projects

**EVALUATION:** Evaluation will be continuous throughout the course, taking into consideration

group work, attendance and active participation in class

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