

COURSE NAME: ADVERTISING AND CREATIVITY I

UFV CODE: 1333 ECTS: 6.0

TYPE OF COURSE: T, 1C

INTERNATIONAL CODE: ADP1333 YEAR: 4

REQUIREMENTS: ADP1331

OBJECTIVES: To understand the process of advertising creation. To learn the main

techniques used to produce ideas. To reflect on the communicative dimension of advertising creativity. To develop teamwork skills

COURSE DESCRIPTION: Advertising creativity: general concepts. The creative department

of an agency. Advertising creation. The process of advertising creation.

Classification of ads. Incentives in advertising creation. The pieces of a campaign. The

evaluation of ideas

METHODOLOGY: Throughout the course there will be lectures, case studies and

opportunities to apply knowledge to advertising projects

EVALUATION: Ongoing throughout the course, taking into account the group project,

attendance and active class participation

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