
DEGREE: DEGREE IN ADVERTISING & PUBLIC RELATIONS

BASIC COURSE INFORMATION

Name: **ADVERTISING PRODUCTION**
Course: **YEAR 4** Semester: **2**
Type: Basic formation Compulsory Optative
Credits (LRU / ECTS): 6 Curriculum incorporation in: 2010

DESCRIPTION

This course will be focused on the study and practice of diverse audiovisual production and making techniques, paying special attention to advertising media making. In this sense, it is presupposed all knowledge relative to the course "Technology of Audiovisual Media", which the students are supposed to pass in the second year.

This course aims at tackling with the process of development and creation of audiovisual advertising speeches to be shown in the cinema and on TV, as well as on the radio and on Internet, in any of the existing production media, from the perspective and commitment of the Producer/Maker and the assumed skills.

AIMS

1. Knowledge and comprehension of the functions and goals of production field in communication companies.
2. Analysis of the advertising activity from the production perspective.
3. Study of processes, situations, and production and making systems from different structural perspectives.

SKILLS

Generic transversal skills:

G02. Capacity to work in teams and the transmission of the own ideas through the creation of an appropriate environment, as well as the capacity to become involved in a common project so as to obtain results.

G03. Creativity: capacity to apply the creative thinking to communication campaigns.

G05. Capacity to come up with, organise, develop and assess the communication campaigns.

G06. Order and methods: ability to organise and tasks shifting, carrying them out orderly, making important decisions reasonably in the various processes relative to communication campaigns.

G08. Promotion of entrepreneurial spirit.

Specific skills:

E03. Knowledge of the advertising and public relations structures and their main formats (characteristics, typologies and problems), in their relations with the social contexts.

E04. Knowledge and analysis of theories, forms and processes relative to advertising and public relations. Study of their diachronic evolution.

E05. Knowledge of functions and components of advertising and public relations systems in the general framework of communication theory.

E41. Knowledge of business structure, functioning and management, paying special attention to communication media, advertising business and public relations business.

E43. Capacity and ability to develop the advertising and public relation jobs in a liberal way, giving advices to communication agencies or their clients by following courses related to communication in all its forms.

METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities

1. Theoretical, practical or theoretical-practical face-to-face lessons. Activity value: 50 up to 100%.
2. Face-to-face discussion lessons or other intervening lessons. Activity value: 0 up to 50%.
3. Lessons carried out by experts on the topics addressed in this course. Activity value: 0 up to 10%.

Non-attendance training activities:

4. Tasks or individual or collective practical tasks. Activity value: 0 up to 100%.
5. Other non-attendance activities. Activity value: 0 up to 50%.

COURSE CONTENT: TOPICS

Unit 1. THE IMPORTANCE OF AUDIOVISUAL PRODUCTION/MAKING IN ADVERTISING.

Unit 2. THE PROCESS OF AUDIOVISUAL PRODUCTION.

Unit 3. THE AUDIOVISUAL PRODUCER AND MAKER.

Unit 4. LANGUAGE AND STRATEGIES OF THE MAKING PROCESS.

Unit 5. PRODUCTION AND MAKING IN THE CURRENT ADVERTISING TECHNIQUES.

ASSESSMENT

Final marks which recognise the acquisition of the minimal skills to pass this course will be given generally or partially.

1. Test which consists of a theoretical exam and a practical one. Both of them as a whole will mean a 0-100% of the final mark. The possibility of replacing this test with an oral test will only be possible when there is a reason which hampers taking it in the written form, still keeping the same percentage.
2. Individual or collective theoretical and/or practical assessments, whose compulsory or optional nature relies on the professor's guideline. Students may get from 0 up to 100% of the global mark.
3. Attendance and/or interventions in class and/or tutorials will be taken into account according to the professor's guideline. (0-20%)
4. Interventions in activities through telematics: blogs, forums, online platforms, webs, social media, etc. (0-20%)
5. The professor may apply other grading systems depending on their guideline. In that case, those must be reflected on the teaching syllabus, clearly specified with their own percentage on the final mark.