
Teaching guide

Fundamentals of creativity

Grado en Multimedia y Artes Digitales
Universidad Católica de Valencia

Teaching guide

		ECTS
Subject: Fundamentals of creativity		6
Graphic Creativity		12
Module: Module 5 - Graphic Development		30
Type of Training: compulsory	GRADE: 2º - Semester: 2º	
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Module organization

GRAPHIC DEVELOPMENT				30 ECTS
Duration and temporary location within the curriculum:				
Subjetcs				
Materia	ECTS	Subject	ECTS	Grade/ semester
Graphic creativity	6	Fundamentals of creativity	6	2º / 2º
Post design	12	Typography and Layout publications	6	2º / 2º
		Production and printing techniques	6	4º / 1º
Corporate identity	12	Corporate identity	6	3º / 1º
		Concepto y creación de envases	6	3º / 1º

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LINGUISTICS / DOCUMENTATION.

Prerequisites: None.

GENERAL OBJECTIVES

1. Acquire the fundamental notions of creativity in the various fields of communication and design.
2. Acquire the ability to develop graphic projects from various creative methods.
3. Ability to treat creativity in different supports and applications.
4. Learn about the creative process. Creative departments and creative team.
5. Encourage creativity. Develop the student's abilities with a view to carrying out creative and professional work on their own.

TRANSVERSAL COMPETENCES	Competitor weighting			
instrumentals	1	2	3	4
1. Capacity for analysis and synthesis.				x
2. Organizational and planning capacity.			x	
6. Information management capacity. Know how to obtain information effectively from various sources.			x	
7. Troubleshooting.				x
8. Ability to adequately present a resume, a sample of one's own work, such as a portfolio and a professional presentation.				x
9. Decision making.				x
Interpersonal	1	2	3	4
10. Teamwork			x	
14. Critical reasoning				x
15. Ethical commitment				x
16. Ability to assume responsibilities				x
17. Capacity for self-criticism				x
Systemic	1	2	3	4
18. Autonomous learning and motivation for training throughout their professional life.				x
19. Adaptation to new situations.				x

20. Creativity. Capacity to generate new ideas.				x
25. Motivation for quality.				x

SPECIFIC COMPETENCES				
E2	artistic sensibility. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering multidisciplinary creativity and innovation.			x
E9	Ability to plan and direct projects and developments of technological content, particularly those related to art, multimedia design and communication.		x	
E10	Ability to translate creative ideas so that they can be transmitted in digital format.			x
E11	Ability to adequately present the results of the investigation in an oral, written, audiovisual or digital manner, in accordance with the canons of the information and communication disciplines.			
E12	Sensitivity to assess the importance of design in the formulation of messages and the impact of its transmission in different communication fields.		x	
E13	Ability to contribute to the contemporary debate on the arts and digital and multimedia practices.		x	
E20	Ability to develop an articulated knowledge of communication, both from a historical point of view, and also as a sociological phenomenon in evolution, at the same time as the new realities offered by the constant advance in its technological dimension.		x	
LEARNING OUTCOMES		COMPETENCES		
R1- Knowledge of techniques and processes to stimulate creativity.		1,6,7,9,14,16,17,20 E2, E10, E12, E13, E20		
R2- Originality and proposal of creative solutions in the fields of art, design and marketing.		1,6,7,9,14,16,17,20 E2, E10, E11, E13, E20		
R3- Ability to turn abstract ideas into feasible solutions that fit the briefing and the schedule.		1, 2, 7,10,14,16,17,18,20,25 E9, E10, E11		
R4- Creative time management.		2,7,9,17,19,25 E9, E10		

TRAINING ACTIVITIES OF PRESENTIAL WORK			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS
PRESENTIAL CLASSES	Presentation of content by the teacher, analysis of competencies, explanation and demonstration of abilities, skills and knowledge in the classroom.	R1, R2, R3, R4	1
PRACTICAL CLASSES	Activities aimed at developing skills and related to the contents of each theme: bibliographic search in the library, critical analysis of materials about the contents of the theme, critical analysis of communication models and artistic creation, 1 preparation of a content outline of each topic, Internet searches, use of computing for the use of digital tools and realization of the proposed contents.	R1, R2, R3, R4	1
TUTORSHIPS	Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, carrying out assignments, etc.	R1, R2, R3, R4	0,25
EVALUATION	Set of oral and/or written tests used in the initial, formative or additive evaluation of the student.	R1, R2, R3, R4	0,15
Total			2,4
TRAINING ACTIVITIES FOR SELF-EMPLOYED STUDENTS			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Results of the subject	ECTS

PRACTICAL EXERCISES	Group preparation of readings, problem solving, assignments, reports, etc. to present or deliver in theoretical classes, practical classes and/or small group tutorials. Work done on the university platform (www.plataforma.ucv.es)	R1, R2, R3, R4, R5, R6	2
EXHIBITION EXERCISES	Application of interdisciplinary knowledge	R1, R2, R3, R4	1,6
Total			3,6
ASSESSMENT SYSTEM FOR THE ACQUISITION OF COMPETENCES AND QUALIFICATION SYSTEM			
Evaluation instrument	ASSESSED LEARNING OUTCOMES		Percentage awarded
Written test. (It will be essential to pass these tests to average the rest of the evaluation instruments).	R1, R2, R3, R4, R5, R6		50%
Exhibition practical exercises. (It will be necessary to participate in this work to average with the rest of the evaluation instruments).	R1, R2, R3, R4, R5, R6		30%
Delivery of exercises. (It will be essential to deliver it on the agreed date and time to average out the rest).	R1, R2, R3, R4, R5, R6		10%
Active participation in class. (In person, interventions in debates and practical sessions. In order to take the exam, it is necessary to attend at least 50% of the classes in person).	R1, R2, R3, R4, R5, R6		10%
Written test.			

(It will be essential to pass these tests to average the rest of the evaluation instruments).

Criteria for granting Honors: At the discretion of the professor, one honor may be awarded for every 20 students (not for a fraction of 20; except for the first 20 students).

- Honors can only be awarded in the first or second call of the student's first year of enrollment in the subject.
- The teacher may grant honors to any of the students who have obtained an outstanding grade in the subject.

By virtue of the regulations governing the evaluation and qualification of UCV subjects, article 8.1 establishes that students who have not attended at least 50% of the classes of this subject will not be able to take the exam in First call. Both excused and unexcused absences will be considered non-attendance.

Excluded from this regulation are those students who previously and after notifying the teacher of their personal situation receive permission from the teacher to take the exam in the first call if the teacher considers the absence justified, be it for work reasons, subject coincidences, second tuition fees, serious illnesses, etc. To take advantage of this exemption it is absolutely essential to have discussed it with the professor at the beginning of the subject and to have accepted the evaluation procedure that the professor deems most appropriate. In no case can these situations be appealed for default or at the end of the subject to breach the rule.

On the other hand, the teacher can establish as criteria for non-attendance the repeated delay, the lack of attention in the classroom (use of cell phones without authorization, lack of participation, etc.) being able to add to the general calculation of non-attendance and consequently contributing to exceed the limit that prevents taking the exam as well as affect the percentage established in the teaching guide for attendance and participation. In order to take the exam, it is necessary to attend at least 50% of the classes in person.

This norm is complementary to the percentages of evaluation of non-attendance and participation, as well as the evaluation and realization of works or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this teaching guide.

DESCRIPTION OF CONTENTS	COMPETENCES
BLOCK I	
1. Introduction to creativity 2. the creative person 3. submit ideas 4. train creativity	E2,E9,E10,E11,E12,E13,E20
BLOCK II	
5. Introduction to multimedia creativity 6. Creativity in Photography and video 7. Creativity in design, web and illustration 8. Creativity in packaging	E2,E9,E10,E11,E12,E13,E20

BLOCK III	
9. Introduction to advertising creativity 10. The creative briefing 11. Advertising campaigns 12. Advertising media 13. Development of creative pieces	E2,E9,E10,E11,E12,E13,E20
BLOCK IV	
14. Introduction to marketing creativity 15. Objectives, planning and monitoring 16. Guerrilla marketing 17. Direct marketing 18. SEM Marketing	E2,E9,E10,E11,E12,E13,E20

CONTENT BLOCK I	Nº SESSIONS
Introduction to creativity	1
The creative person	0.5
Submit ideas	0.5
Train creativity	4
CONTENT BLOCK II	Nº SESSIONS
Introduction to multimedia creativity	1
Creativity in Photography and video	2
Creativity in design, web and illustration	3
Creativity in packaging	2
CONTENT BLOCK III	Nº SESSIONS
Introduction to advertising creativity	1
Advertising campaigns	0.5
Advertising media	0.5
Development of creative pieces	6
CONTENT BLOCK IV	Nº SESSIONS

Introduction to marketing creativity	1
Objectives, planning and monitoring	1
Guerrilla marketing	1
Direct marketing	1
SEM Marketing	5

BIBLIOGRAPHY

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 MICHAEL DORRIAN, GAVIN LUCAS, Publicidad de Guerrilla, Gustavo Gili, 2006.

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DEVELOPMENT OF THE SUBJECT IN SECOND AND SUBSEQUENT REGISTRATION:

There will be a specific group for students who are not first-time students who will have the option of 4 follow-up sessions and total individual tutoring of 2 hours. In each session the skills that each student needs to be able to pass the subject will be reinforced.

The evaluation of contents will be carried out in the exam set in the official calendar for this subject.

These sessions are available in the specific schedule.

The blocks of content and tasks to be developed in each session will be the following:

TEMPORARY LEARNING ORGANIZATION (Second or successive enrollment students):		
	CONTENT BLOCK I-III	Nº SESSIONS
1	Theoretical content review	1
2	Practical content review	1

	BLOQUE DE CONTENIDO III-IV	
4	Theoretical content review	1
5	Theoretical content review	1