
Teaching guide

Creativity Fundamentals

Degree in Multimedia and Digital Arts
Catholic University of Valencia

Teaching guide for the subject and/or subject for the 2022/2023 course

		ECTS
Subject: Fundamentals of creativity		6
Subject: Graphic Creativity		12
Module: Module 5 - Graphic Development		30
Training Type: mandatory	COURSE: 2nd - Semester: 2nd	
Faculty:	Department: Multimedia	
	E-mail:	

Module organization

GRAPHIC DEVELOPMENT				30 ECTS
Duration and temporary location within the curriculum:				
Subjects and Subjects				
Subject	ECTS	SUBJECT	ECTS	Course/ semester
Creativity graph	6	Fundamentals of creativity	6	2nd / 2nd
Design of publications	12	Typography and Layout publications	6	2nd / 2nd
		Production techniques and impression	6	4th / 1st
Identity corporate	12	Corporate identity	6	3rd / 1st
		Concept and creation of packaging	6	3rd / 1st

TEACHING GUIDE SUBJECT/SUBJECT:

LINGUISTICS / DOCUMENTATION.

Previous requirements:None.

GENERAL OBJECTIVES

1. Acquire fundamental notions about creativity in the various fields of communication and design.
2. Acquire the ability to develop graphic projects from various creative methods.
3. Ability to deal with creativity in different media and applications.
4. Know what the creative process is like. Creative departments and creative team.
5. Encourage creativity. Develop the student's abilities to carry out creative and professional work.

TRANSVERSAL COMPETENCES	Weighting of the competition			
	1	2	3	4
Instrumentals				
1. Capacity for analysis and synthesis.				X
2. Organization 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 your professional life.				x
19. Adaptation to new situations.				x
20. Creativity. Ability to generate new ideas.				x
25. Motivation for quality.				x

SPECIFIC COMPETENCES				
E2	Artistic sensitivity. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and promoting creativity and multidisciplinary innovation.			x
E9	Ability to plan and direct projects and developments of technological content, particularly referring 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 research results orally, in writing, audiovisually or digitally, 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 their transmission in different communicative areas.		x	
E13	Ability to contribute to the contemporary debate on digital and multimedia arts and 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 provided by the constant advancement 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 concretize abstract ideas into feasible solutions that fit the briefing and the calendar.	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			

IN-PERSON TRAINING ACTIVITIES			
ACTIVITY	Methodology of Teaching-Learning	Relationship with results of Learning of the subject	ECTS
CLASSES IN-PERSON	Presentation of content by the teacher, analysis of competencies, explanation and demonstration of capabilities, skills and knowledge in the classroom.	R1, R2, R3, R4	1
PRACTICAL CLASSES	Activities directed to the development of skills related to the contents of each topic: bibliographic search in the library, critical analysis of materials about the contents of the topic, critical analysis of communication models and artistic creation, preparation of an outline of the contents of each topic, searches in Internet, 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 objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, completion of assignments, etc.	R1, R2, R3, R4	0.25
ASSESSMENT	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

STUDENT SELF-EMPLOYED TRAINING ACTIVITIES			
ACTIVITY	Methodology of Teaching-Learning	Relationship with results of Learning of the subject	ECTS
EXERCISES PRACTICAL	Preparation in cluster of readings, resolution of issues, works, memories, etc to present or deliver in theoretical classes, practical classes and/or small group tutorials. Work carried out on the university platform (www.plataforma.ucv.es)	R1, R2, R3, R4, R5, R6	2
EXPOSURE EXERCISES	Application of interdisciplinary knowledge	R1, R2, R3, R4	1.6
Total			3.6
SKILLS ACQUISITION EVALUATION SYSTEM AND GRADING SYSTEM			
Evaluation instrument	EVALUATED 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	fifty%	
Exhibition exercises practical. (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. (Delivery on the agreed date and time will be essential to average the rest).	R1, R2, R3, R4, R5, R6	10%	
Active participation in class.	R1, R2, R3, R4, R5, R6	10%	

(Presence, interventions in debates and practical sessions. In order to appear at exam it is necessary to attend in person as minimum to 50% of the classes).		
<p>- Mandatory attendance: In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in-person degrees will require attendance in class with a minimum of 80% of the sessions of each subject as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage.</p> <p>- The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.</p> <p>- Honor Registration: The "Honor Registration" mention may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.</p> <p>- Single evaluation: In accordance with article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at the UCV. The art. 10 allows, however, for those students who in a justified and accredited manner express their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities), their evaluation on an extraordinary basis in the so-called single evaluation. Said single evaluation must be requested within the first month of each semester to the Dean of Faculty through the Vice-Deaneries or Master's Directorates, with the express decision on the admission of said request from the student concerned being the responsibility of the latter.</p> <p>- For this subject, the evidence to be presented and/or the test/s to be carried out in the single evaluation by the student that are established are: Completion of theoretical-practical activities 50% and Final exam 50%.</p>		

DESCRIPTION OF CONTENTS	COMPETENCES
BLOCK I	
1. Introduction to creativity 2. The creative person 3. Present ideas	E2,E9,E10,E11,E12,E13,E20

4. Train creativity	
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. 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	NUMBER OF SESSIONS
Introduction to creativity	1
The creative person	0.5
Present ideas	0.5
Train creativity	4
CONTENT BLOCK II	NUMBER OF 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	NUMBER OF SESSIONS
Introduction to advertising creativity	1

The creative briefing	0.5
Advertising media	0.5
Development of creative pieces	6
CONTENT BLOCK IV	NUMBER OF SESSIONS
Introduction to marketing creativity	1
Objectives, planning and monitoring	1
Guerrilla marketing	1
Direct marketing	1
SEM Marketing	5

BIBLIOGRAPHY

Basic Bibliography:

MOLINÉ, M., The force of advertising, Madrid, Cuadernos 5 Días, 1999. LLUIS BASSAT; The red book of brands: How to build successful brands. nineteen ninety six.

RICARTE, JM, Creativity and Persuasive Communication. Barcelona, UA, 1998.

Further reading:

FALLON AND SENN, Express the idea, Madrid, Lid editorialia, 2007.

HARRISON, S., Ideaspotting. How to find your next great idea, How books, 2006.

MAEDA, J., The laws of simplicity, Barcelona, Gedisa, 2008.

MARIUS SALA, Promo made in spain, Index Book 2005

MICHAEL DORRIAN, GAVIN LUCAS, Guerrilla Advertising, Gustavo Gili, 2006.

Internet (websites):

<https://brandemia.org>

<https://www.marketingdirecto.com/>

<http://www.graphic-exchange.com/>

<http://thisissocontemporary.com/>

DEVELOPMENT OF THE SUBJECT IN SECOND AND SUCCESSIVE ENROLLMENTS:

There will be a specific group for students who are not first enrollers 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 content evaluation will be carried out in the exam set in the official calendar for this subject.

These sessions are available on the specific schedule.

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

TEMPORARY ORGANIZATION OF LEARNING (Students of second or subsequent enrollment):		
	CONTENT BLOCK I-III	No. OF SESSIONS
1	Review of theoretical contents	1
2	Practical content review	1
	CONTENT BLOCK III-IV	

4	Review of theoretical contents	1
5	Practical content review	1