

## Copywriting and Art Direction

Academic Year: ( 2021 / 2022 )

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Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

## COMPETENCES

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CG5, To know the new trends in advertising communication according to the changes of the digital society.

CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

## LEARNING OUTCOMES

To provide knowledge regarding the world of promotional or commercial messages writing, focused on the persuasion of the public through the use of different formats.

To grant the knowledge for the planning, development and postproduction of printed works applying creativity in their development.

Creative and original management of tools for digital editing, layout and composition.

To acquire knowledge about design criteria, use of color and typography.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Art direction. A historical perspective.

1.1 A brief but comprehensive introduction of the role of art direction and its birthplace within the picture magazine revolution.

1.2 Art direction the progressive development through the publishing industry.

1.3 The present day role of art direction with the introduction of digital design.

2. The art directors tools and making them work together.

2.1 Photography: Picture magazine revolution.

2.2 Typography: Understanding how typography is used to increase legibility and visually enhance the design.

2.3 Illustration.

2.4 The unification of all elements.

3. New challenges in art direction.

3.1 A reappraisal of art direction in new media and the emerging new demands.

3.2 Art directing the animated image.

3.3 Art directing communication strategies.

4. Copywriting.
- 4.1 Strategies and tools.
- 4.2 Creation of emotional links with the audience.

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

Theoretical classes  
 Practical classes  
 Tutoring  
 Group work  
 Individual work

### TEACHING METHODOLOGY

- Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.
- Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.
- Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.
- Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.
- Assignments and reports done by students in an individual or group manner.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

### EVALUATION CRITERIA

Final exam 30%  
 Case study, class participation and other assignments 70%

Evaluation Criteria of the Extraordinary Exam:  
 "The note of the Continuous Assessment is kept"

## BASIC BIBLIOGRAPHY

- Gary Vaynerchuk Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World, ., 2013
- JULIUS WIEDEMANN , THE COPY BOOK: HOW SOME OF THE BEST ADVERTISING WRITERS IN THE WORLD WRITE THEIR ADVERTISING, TASCHEN BENEDIKT, 2012
- Mariano Castellblanque Manual del Redactor publicitario, ESIC divulgaciones, .
- Robin, Landa Advertising by Design: Generating and Designing Creative Ideas across Media, 3rd Edition, , Robin Landa, 2016
- Roger Horberry & Gyles Lingwood. Read me., Laurence King Publishing, .
- Steve Seller Art Direction Explained, At Last! , ., 2009
- Steven Brower Inside Art Direction: Interviews and Case Studies , ., 2016