

Teaching guide

IDENTIFICATION DATA

Title:	Degree in Advertising		
Knowledge Branch:	Social and Legal Sciences		
Faculty / School:	communication Sciences		
Subject:	Photography and Visual Arts		
Guy:	Mandatory	ECTS credits:	6
Course:	2	Code:	3358
Teaching period:	Fourth semester		
Matter:	Design and Production of Messages		
Module:	Design and Production of Advertising Messages (Tools)		
Type of teaching:	Face-to-face		
Idiom:	Castilian		

Total hours of student dedication: 150

Teaching team	Email
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COURSE DESCRIPTION

The subject Photography and Visual Arts aims to train students in this discipline, in a way that they know the dimension of photography as a communication process, its possibilities and its different uses both from a theoretical and practical point of view. To achieve this objective it is necessary to acquire a basic handling of the camera, use of lenses and work with aspects such as exposure, depth of field and the composition of images. In addition, it is necessary to delve into photography as an advertising medium, knowing its main applications: portrait, still life, etc. and the specific techniques used in the catchment. We will study the most prominent professionals and analyze their styles. Finally, it is done. It is essential to acquire skills in digital post-production using specific software.

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OBJECTIVE

- 1.- Acquire photographic culture.
- 2.- Understand photography as a universal language.
- 3.- Know the history of advertising photography and its uses in society.
- 4.- Study the great photographers and identify their style.
- 5.- Acquire the necessary tools to analyze a photographic work.
- 6.- Acquire a basic handling of the camera, use of lenses and work with aspects such as exposure, depth of field and image composition.
- 7.- Know the main applications of photography in advertising: portraiture, still life, etc. and the techniques specific used in the catchment.
- 8.- Acquire notions of the professional photographic studio
- 9.- Acquire skills in digital post-production using specific software.

The objective of the Photography and Visual Arts course is to train students as authentic professionals within the area of their degrees.

In this subject, the theory of the advertising image will be seen, that is, concepts and problems around the advertising photography in such a way that students are aware of the proper use of the photographic image used in the advertising medium and the construction of your final message. While exercises will be carried out practical with which to make use of the theoretical knowledge previously acquired.

PRIOR KNOWLEDGE

Those acquired in Creativity Workshop I and II as well as those of the Creative Narration subject.

CONTENTS

1. Introduction
 - 1.1.- The beginnings of photography
2. The camera
 - 2.1.- Exposure meter
 - 2.2.- Shutter
 - 2.4.- Diaphragm
 - 2.5.- Sensor sensitivity (ISO)
 - 2.6.- Objectives
3. Photo composition
 - 3.1.- Content and meaning
 - 3.2.- Plane
 - 3.3.- Frames
 - 3.4.- Perspective
 - 3.5.- Proportions, balance, symmetry / asymmetry, lines
 - 3.6.- Depth of field and focus
4. Light and Color
 - 4.1.- Color systems: Additive / subtractive
 - 4.2.- Brightness / saturation
 - 4.3.- Color temperature
 - 4.4.- Natural lighting
 - 4.5.- Artificial lighting / Flash
5. Post-production and photo retouching
 - 5.1.- Image treatment
 - 5.2.- Photocomposition
 - 5.3.- Retouching in advertising and useful tools
 - 5.4.- Adaptation to formats
6. Types of advertising photography

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- 6.1.- Food photography, glass, metals and still lifes: still life
- 6.2.- Fashion photography, portrait
- 6.3.- Advertising photography in lifestyle: life-style
7. Elements and equipment of advertising photography
 - 7.1.- Analysis of needs
 - 7.2.- Necessary equipment and professionals
 - 7.3.- Planning a photo session
8. Information and photographic communication
 - 8.1.- Photography as a language
 - 8.2.- Semiotics of the image
- 9.- The great masters of photography

FORMATION ACTIVITIES

This subject is designed so that the student acquires theoretical and practical knowledge about the world of professional advertising photography.

The classes will be distributed in such a way that theoretical, conceptual, ethical and practical questions can be seen to thus create a space for reflection and discussion on the uses and messages of advertising photography.

Once the students have internalized the basic concepts through examples and practices, they will take carry out real exercises with methodologies imposed in the professional world.

PRESENIAL ACTIVITIES:

Lectures: the student must plan their learning of each topic and carry out the analyzes, exercises, practices proposed by the teacher.

Practical classes: work in small groups or individuals in order to delve into some aspect of the subject contents.

Case study: analysis, interpretation and criticism of images and photographic campaigns.

Tutoring: The student will present their formative concerns, the problems encountered to the teacher with at least five days in advance to schedule a tutoring.

Final assessment: The student must demonstrate an understanding of what has been learned throughout the semester through Theoretical and practical exercises as well as a final analysis work that encompasses all the content of the subject.

AUTONOMOUS WORK:

Theoretical study of the contents of the subject; putting in relation the contents of the theoretical classes, the Support books and own research work on the contents marked during the subject.

FINAL TRANSVERSAL WORK:

The final work of this subject consists of a transversal work shared with the other subjects of the Area Creativity of the Degree in Advertising in order for students to integrate the knowledge learned in each of these classes in the materialization of advertising pieces (once the classes have started, the worksheet will be route on the contents that should be reflected in the final transversal work).

* Training activities, as well as the distribution of working times, may be modified and adapted according to the different scenarios established following the indications of the authorities sanitary

DISTRIBUTION OF WORKING TIMES

PRESENIAL ACTIVITY

60 hours

Theoretical-practical classes 45h
 Preparation of agenda 7h
 Tutorials 1h
 Final exam 2h
 Work with the mentor of the transversal work 5h

SELF-EMPLOYED / ACTIVITY NO PRESENIAL

90 hours

Virtual Classroom 1h
 Theoretical study 30h
 Individual work 39h
 collective work 20h

COMPETENCES**Basic skills**

That students have demonstrated that they possess and understand knowledge in an area of study that is part of the base of general secondary education, and is usually found at a level that, although supported by textbooks advanced, also includes some aspects that involve knowledge from the forefront of your field of study

That students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within your study area

That students can transmit information, ideas, problems and solutions to an audience as much specialized as well as non-specialized

General competences**Specific skills****LEARNING OUTCOMES****LEARNING ASSESSMENT SYSTEM**

Evaluation system:

It is a continuous evaluation system.

- Individual and collective jobs and practices (30%): various practices will be carried out throughout the quarter.
- Final transversal project (40%): it will consist of a written memory and an oral presentation with its subsequent

defending. This 40% of the final grade is distributed as follows: 60% of the teacher of the subject involved. They will define which variables they will examine, and so they will

They will communicate to the class, both in the written work and in the oral defense. Each group should know the way that each teacher will evaluate both individually and in groups the knowledge acquired and applied in this transversal work. "

- Final exam (30%): multiple choice.

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Warnings!

- Although the final exam is face-to-face, if for health reasons it is not possible to gather all the Students interested in doing it, it will be done online.
- To do average with the practices and works, it is necessary to pass the exam. Otherwise, it will go to extraordinary call and, if in that case it is not approved either, the notes of the practices and jobs for the following year.
- Any "cut-paste" of works obtained on the internet will be considered plagiarism and imply a suspension of the student in that section.
- The works and practices must be delivered in format, date and time (both on Canvas and on paper in class, as determined by the teacher for each exercise). Otherwise they will not be corrected.
- To take the average, the student will have to have delivered and passed each of the evaluation sections.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

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Complementary

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