SAGRADO
Universidad del Sagrado Corazón

SYLLABUS

TITLE: The Creative Process

CODE: CES 220

PREREQUISITE: CES 111

CREDITS: 3 credits | 45 contact hours | 1 term

DESCRIPTION

Students will conceptualize solutions that meet strategic objectives from the generation of ideas to their final application in this course, regardless of the type of medium or platform. The creative process influences the evolution of the creative summary to develop an innovative and relevant strategic idea that solves the client's problems and needs. It stimulates group work and ethics in traditional and digital multimedia and multiplatform environments.

JUSTIFICATION

The development of content for multiple media and media platforms requires a strategic communication professional with the knowledge of the information processes that create great strategic ideas that impact, persuade, and generate transformations in target audiences. Due to the complexity of the decision-making and content generation processes, it is necessary for these professionals to understand the techniques and structures of the messages aimed at both traditional and digital media realities, as well as their consequent adaptation to the platforms target audiences will be exposed to.

COMPETENCIES

The course develops the following competencies in students:
- **Critical questioning**
- **Innovation and entrepreneurship**
- **Communication**

OBJECTIVES

After completion of the course, students will be able to:

1. Recognize the brand's problems and needs and transform them into a creative brief that serves as input and facilitates their possible solution.

2. Recognize teamwork and the creative duo and how it is integrated to maximize the development of creative ideas and concepts.

3. Assess the research and information mechanisms that serve the creative communicator for the identification of audience trends and realities that promote the generation of impactful, original, relevant, innovative, and memorable ideas and concepts.

4. Understand the different analog and digital media platforms and their technical requirements for message creation and adaptation.

5. Raise awareness about the legal and ethical limitations that impact and condition creative work and the contents produced by it.

6. Understand the importance of evaluating the results of creative messages to constantly improve, optimize, and demonstrate their cost-effectiveness.

CONTENTS

I.   Strategic Creativity

    A. Definition
    B. The Creative and Strategic Idea Development Processes
    C. The Creative Platform or Creative Brief
    D. Regulatory and Contractual Constraints that Oblige or Condition the Message.

II.   The Creative Strategic Process

    A. Development of Creative Objectives
    B. The Creative Strategy or Idea

III.   The Creative Team

    A. Members of the Creative Team
        1. Person in Charge of Creative Direction
        2. Person in Charge of Text Writing
        3. Graphic Artist
        4. Person in Charge of Audiovisual Content Production

Iv.   Stimuli to the Creative Idea or Concept

    A. Brainstorm
        1. Definition
        2. Development and Applicability

B. Mental Map
1. Definition
2. Development and Applicability
C. Mind board
1. Definition
2. Development and Applicability

V. Creative Strategies for Impact and Memorability

A. Content Devoid of Text and Dependent on Images
B. Redundancy or Repetition
C. Hyperbole or Exaggeration
D. The Use of Conventional Symbols and Signs
E. Storytelling
F. Written, Visual, and Audible Connotation
G. The Use of Humor
H. The Use of Influencers y Spokespersons
I. The Psychological Use of Color
J. The Use of Feelings and Emotions
K. Irony
L. Metaphor
M. The Value and Use of Regional, Cultural, and Local Elements
N. The Use of Surprising or Uncommon Elements
O. The Creation of Engaging and Viral Content

VI. Creative Message Creation Components

A. The Preliminary and Final Sketch
B. The Script for Audio and Video Content
C. The Storyboard
D. The Template or Digital Mockup

VII. Evaluation and Impact of the Creative Message

A. Achieving Creative Goals
B. Content Evaluation
C. Performance Results

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Workshops for creative concept development
- Collaborative learning

- Teamwork
- Simulations of traditional work environments in the creative world
- Design Thinking: Brainstorming, development of briefs or creative summaries, copywriting, and the production of strategic concepts and traditional idea-transfer and illustration instruments, such as scripts, storyboards, sketches, mockups, the use of photography and illustration, among others.
- The use of computers as a means of creating content, ideas, and concepts will be essential.
- Examples to illustrate the use of creative concepts and strategies and their use in the industry.
- Diary
- Portfolio

EVALUATION

Oral presentations	20%
Partial assignments	20%
Compositions	20%
Participation	15%
Final project or exam	25%
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

BIBLIOGRAPHY

Applegate, E. (2005). *Strategic Copywriting : How to Create Effective Advertising*. Rowman & Littlefield.

Bock, L. (2015). *Work rules!: Insights from inside Google that will transform how you live and lead*. Twelve

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Orlik, P. B. (2004). *Broadcast/cable copywriting*. Pearson / Allyn and Bacon.

Rangel Pérez, C. & Carretero Velasco, M. J. (2017). Estudio de la evolución y tendencias de la comunicación estratégica integral. *Revista Internacional de Investigación en Comunicación aDResearch ESIC, 16* (16), 8-33. https://doi: 16.7263/ADRESIC.016 .001

Sanz-Martos, S., Martínez-Martínez, S. & Creus, A. (2018). Talking about games: Gamers' digital communication spaces as the object of study. *Catalan Journal of Communication & Cultural Studies*, *10* (2), 231-245. https://doi: 10.1386/cjcs.10.2.231_1.

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For more information resources related to the course's topics, access the library's webpage http://biblioteca.sagrado.edu/

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.