

# Postgraduate Diploma Advertising Creativity





## Postgraduate Diploma Advertising Creativity

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-creativity](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-creativity)

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01

# Introduction

The advertising creativity program offers students a detailed overview of creative thinking and its application to the field of advertising and public relations. Thus, through this specialization, the students will be able to understand and assimilate the creative process in any vital circumstance, paying special attention to persuasive communication. In this way, the students will be able to acquire the necessary tools to manage successfully as an advertising creative, accessing positions of relevance in the field in which they will be able to contribute to achieve the objectives set by the company.





# MEDIA COMMUNICATION



## LIKE

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod.



*Advertising creatives are one of the most demanded professional profiles nowadays, as their work helps companies to increase their income"*

AT

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00

Creativity is a fundamental aspect in advertising, a field that always has to be innovating to get its message across to the public effectively. Therefore, the specialization of professionals in this field acquires great relevance in today's society, which increasingly relies on advertising, through different media, to direct their commercial actions.

To improve the qualification of professionals in this field, TECH has designed this Postgraduate Diploma of great teaching quality, thanks to which students will get a broad perspective on the writing of advertising texts or copywriting and the possibility of knowing the purpose of an advertisement. For this purpose, a series of rules and recommendations for an effective and professional writing will be addressed.

TECH provides students with a compendium of knowledge related to copywriting through which students they will learn to apply and analyze the writing peculiarities of each of the different messages: letters, brochures, press ads, billboards, commercials, spots, etc, both from theoretical aspects and practical cases. From there, the students will be able to incorporate the guidelines, keys and reference models learned about copywriting to the most current media and platforms, internet and social networks, acquiring writing skills and the skills to develop the imagination to generate original ideas in any advertising format.

This program is especially aimed at those who wish to become art directors in the advertising field. One of the main characteristics of this professional profile is their ambition to constantly improve their work, to know, to explore the limits of communication to surprise and catch the receiver of their message, so this Postgraduate Diploma will mean a plus of quality in their specialization, marking a before and after in their way of working.

Undoubtedly, a program that will be a milestone in the specialization of students and, in addition, they will be able to study completely online, which is an advantage, especially for those who have to combine their study time with the rest of their daily obligations. This digital modality is achieved thanks to the use of absolutely new didactic methodologies, which facilitate study and learning.

This **Postgraduate Diploma in Advertising Creativity** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teaching team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Learn about the main challenges of advertising creativity and develop the necessary skills to manage successfully in this field"*

“

*If you want to access relevant positions in the advertising field, this Postgraduate Diploma will be an essential title in your resume”*

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*A Postgraduate Diploma that will enable you to work in the advertising field, developing your most creative side.*

*TECH is committed to technological innovation and digital teaching as the main learning method.*



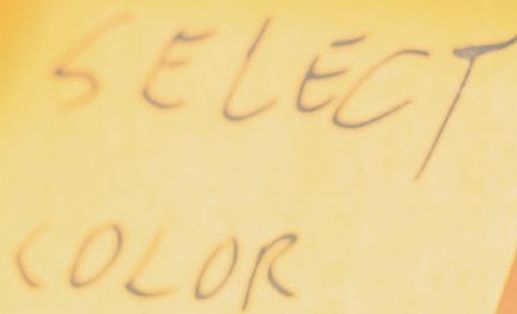
02

# Objectives

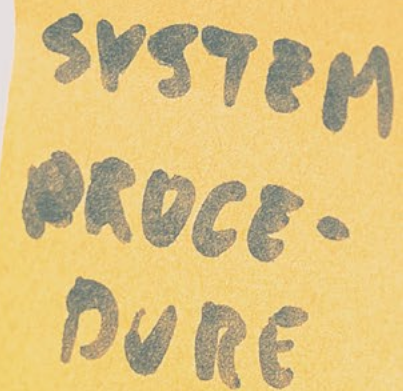
The main objective of this Postgraduate Diploma in Advertising Creativity of TECH is to provide students with the necessary tools, both technical and personal, which will be essential for their professional development in the advertising field allowing them to achieve the level of excellence demanded by companies today. In this way, students will acquire a superior preparation that will allow them to develop their most creative skills to design successful advertising messages.



STRATEGY



SELECT  
COLOR



SYSTEM  
PROCEDURE



CHECK  
LIST

PLA

LIFE  
BALANC

“

*If you are passionate about advertising, do not miss this Postgraduate Diploma, in which you will find the keys to develop your most creative side”*



### General Objective

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the es most advanced tools



*A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market"*





## Specific Objectives

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### Module 1. Creativity in Communication

- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know the significant and appropriate tools for the study of advertising and public relations
- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

### Module 2. Creative Advertising I: Editorial Staff

- ♦ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ♦ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ♦ Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution

### Module 3. Creative Advertising II: Art Management

- ♦ Understand the nature and communicative potential of images and graphic design
- ♦ Know the creative advertising process
- ♦ Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
- ♦ Have the ability to perform the professional role of art director within an advertising agency or an advertising department of a company or institution
- ♦ Participate in the creation of audiovisual advertising
- ♦ Encouraging creativity and persuasion through different media and communication media

# 03

## Structure and Content

This Postgraduate Diploma in Advertising Creativity has a very well-structured syllabus in didactic units that make it easier for students to learn. In this way, they will be able to catch up on a highly competitive field that demands qualified professionals who are up to date on the main techniques in the field. A unique program, both for the quality of its content and its teaching staff.





“

*A successful educational journey  
through the most innovative concepts  
and strategies in advertising creativity”*

## Module 1. Creativity in Communication

- 1.1. To Create is to Think
  - 1.1.1. The Art of Thinking
  - 1.1.2. Creative Thinking and Creativity
  - 1.1.3. Thought and Brain
  - 1.1.4. The Lines of Research on Creativity: Systematization
- 1.2. Nature of the Creative Process
  - 1.2.1. Nature of Creativity
  - 1.2.2. The Notion of Creativity: Creation and Creativity
  - 1.2.3. The Creation of Ideas for Persuasive Communication
  - 1.2.4. Nature of the Creative Process in Advertising
- 1.3. The Invention
  - 1.3.1. Evolution and Historical Analysis of the Creation Process
  - 1.3.2. Nature of the Classical Canon of the Invention
  - 1.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 1.3.4. Invention, Inspiration, Persuasion
- 1.4. Rhetoric and Persuasive Communication
  - 1.4.1. Rhetoric and Advertising
  - 1.4.2. The Rhetorical Parts of Persuasive Communication
  - 1.4.3. Rhetorical Figures
  - 1.4.4. Rhetorical Laws and Functions of Advertising Language
- 1.5. Creative Behavior and Personality
  - 1.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 1.5.2. Creative Behavior and Motivation
  - 1.5.3. Perception and Creative Thinking
  - 1.5.4. Elements of Creativity
- 1.6. Creative Skills and Abilities
  - 1.6.1. Thinking Systems and Models of Creative Intelligence
  - 1.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 1.6.3. Interaction Between Factors and Intellectual Capabilities
  - 1.6.4. Creative Skills
  - 1.6.5. Creative Capabilities

- 1.7. The Phases of the Creative Process
  - 1.7.1. Creativity as a Process
  - 1.7.2. The Phases of the Creative Process
  - 1.7.3. The Phases of the Creative Process in Advertising
- 1.8. Troubleshooting
  - 1.8.1. Creativity and Problem Solving
  - 1.8.2. Perceptual Blocks and Emotional Blocks
  - 1.8.3. Methodology of Invention: Creative Programs and Methods
- 1.9. The Methods of Creative Thinking
  - 1.9.1. Brainstorming as a Model of Idea Creation
  - 1.9.2. Vertical Thinking and Lateral Thinking
  - 1.10. Creativity and Advertising Communication
    - 1.10.1. The Creative Process as a Specific Product of Advertising Communication
    - 1.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
    - 1.10.3. Methodological Principles and Effects of Advertising Creation
    - 1.10.4. Advertising Creation: From Problem to Solution
    - 1.10.5. Creativity and Persuasive Communication

## Module 2. Advertising Creativity I: Copywriting

- 2.1. Writing Concept
  - 2.1.1. Writing and Editing
  - 2.1.2. Copywriting and Thought
  - 2.1.3. Copywriting and Order
- 2.2. Fundamentals of Advertising Copywriting
  - 2.2.1. Correction
  - 2.2.2. Adaptation
  - 2.2.3. Efficiency
- 2.3. Characteristics of Copywriting
  - 2.3.1. Nominalization
  - 2.3.2. Destructuring
  - 2.3.3. Expressive Concentration



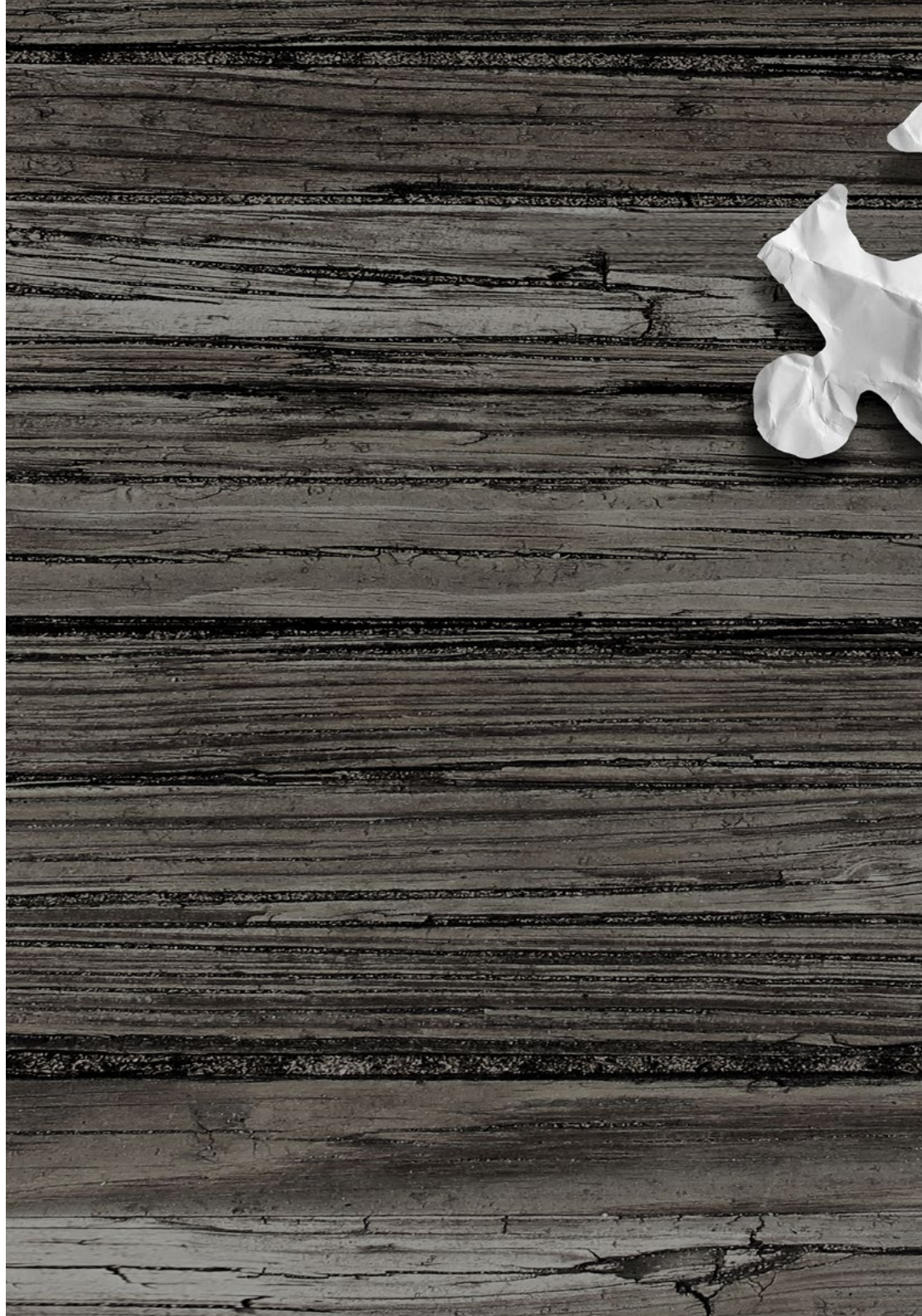
- 2.4. Text and Image
  - 2.4.1. From Text to Image
  - 2.4.2. Text Functions
  - 2.4.3. Image Functions
  - 2.4.4. Relationship Between Text and Imaging
- 2.5. Brand and Slogan
  - 2.5.1. The Brand
  - 2.5.2. Brand Characteristics
  - 2.5.3. The Slogan
- 2.6. Direct Advertising
  - 2.6.1. The Brochure
  - 2.6.2. The Catalogue
  - 2.6.3. Other Annexes
- 2.7. Press Advertising: the Large Format Advertisement
  - 2.7.1. Newspapers and Magazines
  - 2.7.2. Superstructure
  - 2.7.3. Formal Characteristics
  - 2.7.4. Editorial Characteristics
- 2.8. Press Advertising: Other Formats
  - 2.8.1. Word Advertisements
  - 2.8.2. Superstructure
  - 2.8.3. The Claim
  - 2.8.4. Superstructure
- 2.9. Outdoor Advertising
  - 2.9.1. Formats
  - 2.9.2. Formal Characteristics
  - 2.9.3. Editorial Characteristics
- 2.10. Radio Advertising
  - 2.10.1. Radio Language
  - 2.10.2. The Radio Spot
  - 2.10.3. Superstructure
  - 2.10.4. Wedge Types
  - 2.10.5. Formal Characteristics



- 2.11. Audiovisual Advertising
  - 2.11.1. The Image
  - 2.11.2. The Text
  - 2.11.3. Music and Sound Effects
  - 2.11.4. Advertising Formats
  - 2.11.5. The Script
  - 2.11.6. Storyboard

### Module 3. Advertising Creativity II: Art Direction

- 3.1. Subjects and Object of Advertising Graphic Design
  - 3.1.1. Related Professional Profiles
  - 3.1.2. Academic Context and Competencies
  - 3.1.3. Advertiser and Agency
- 3.2. Creative Direction and Creative Idea
  - 3.2.1. Creative Process
  - 3.2.2. Types of Creative Processes
  - 3.2.3. Art Direction and Formal Idea
- 3.3. The Role of the Art Director
  - 3.3.1. What is Art Direction?
  - 3.3.2. How Art Direction Works?
  - 3.3.3. The Creative Team
  - 3.3.4. The Role of the Art Director
- 3.4. Fundamentals of Advertising Graphic Design
  - 3.4.1. Design Concepts and Design Standards
  - 3.4.2. Trends and Styles
  - 3.4.3. Design Thinking, Process and Management
  - 3.4.4. Scientific Metaphor
- 3.5. Methodology of Advertising Graphics
  - 3.5.1. Creativity Graphics
  - 3.5.2. Design Process
  - 3.5.3. Communication and Aesthetics





- 3.6. Graphic Strategy
  - 3.6.1. Formal Apprehension
  - 3.6.2. Graphic Message
  - 3.6.3. Aesthetic State
- 3.7. Graphic Architecture
  - 3.7.1. Typometry
  - 3.7.2. Graphic Spaces
  - 3.7.3. Reticle
  - 3.7.4. Pagination Standards
- 3.8. Final Arts
  - 3.8.1. Final Arts
  - 3.8.2. Processes
  - 3.8.3. Systems
- 3.9. Creation of Advertising Graphic Supports
  - 3.9.1. Publigraphy
  - 3.9.2. Organizational Visual Image (OVI)
- 3.10. Graphic Advertisements
  - 3.10.1. Packaging
  - 3.10.2. Websites
  - 3.10.3. Corporate Image in Web Pages



*A unique, key, and decisive educational experience to boost your professional development”*



04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*



## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



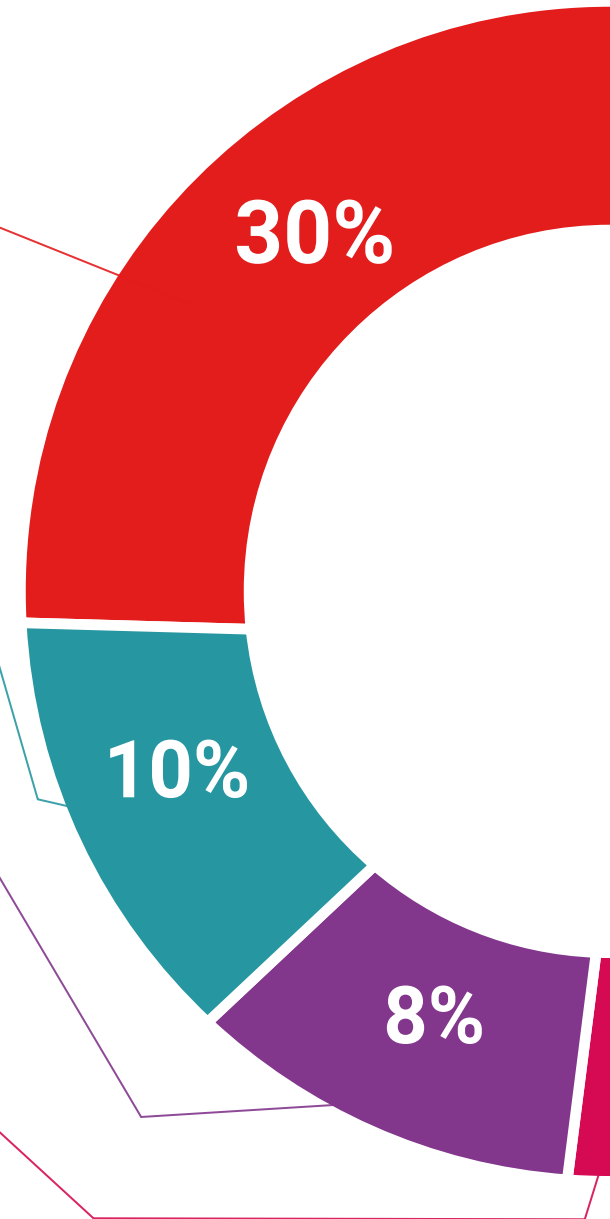
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

The Postgraduate Diploma in Advertising Creativity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Include in your preparation a Postgraduate Diploma in Advertising Creativity: a highly qualified added value for any professional in this field”*



This **Postgraduate Diploma in Advertising Creativity** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and career evaluation committees.

Title: **Postgraduate Diploma in Advertising Creativity**

Official N° of Hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom



## Postgraduate Diploma Advertising Creativity

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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