

COURSE DETAIL

SEMINAR IN MEDIA STUDIES: ADVERTISING FILM

Country

Brazil

Host Institution

Pontifical Catholic University of Rio de Janeiro

Program(s)

Pontifical Catholic University of Rio de Janeiro

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

132

UCEAP Course Suffix**UCEAP Official Title**

SEMINAR IN MEDIA STUDIES: ADVERTISING FILM

UCEAP Transcript Title

MEDIA ADVERT FILM

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is an opportunity to watch, discuss, understand, evaluate, and develop audiovisual narratives around brands. This course entices students to amplify their vision of the advertising film industry, its history, current best practices, and new challenges. From the 30/60-seconds-ads to the social media video content, students work on the storytelling behind campaigns and have the opportunity to produce audiovisual ads for clients chosen by the students. This course covers advertising and cinematographic language; creation, production and evaluations of advertising films; format and content transformations along history; and current audiovisual advertising practices.

Language(s) of Instruction

English

Host Institution Course Number

COM 9031

Host Institution Course Title

SEMINAR IN MEDIA STUDIES: ADVERTISING FILM

Host Institution Course Details

<https://www.puc-rio.br/ferramentas/ementas/ementa.aspx?cd=COM9031>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications

Course Last Reviewed

2024-2025

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