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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