

# COURSE DETAIL

## ART DIRECTION

**Country**

Spain

**Host Institution**

University of Alicante

**Program(s)**

University of Alicante

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

116

**UCEAP Course Suffix****UCEAP Official Title**

ART DIRECTION

**UCEAP Transcript Title**

ART DIRECTION

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

In this course, students examine new aesthetic forms of expression that seek innovation, differentiation and novelty. Students analyze the expressive forms of each medium and propose suitable alternatives to each audience. Topics include the processes for preparing and analyzing advertising messages and their codes; understanding how creative departments work: writing, art direction and production; create, design and develop graphic elements, images, symbols and text; and learn the resources and skills needed to design commercial and non-commercial campaigns and promotional activities.

## Language(s) of Instruction

English

## Host Institution Course Number

22533

## Host Institution Course Title

DIRECCIÓN DE ARTE

## Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wcodasi=22533&wlengua=en...>

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

Degree in Advertising and Public Relations

## Host Institution Department

Communication and Social Psychology

## Course Last Reviewed

2025-2026

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