

COURSE: BARCELONA AND ITS CREATIVE INDUSTRIES II

VIDEOCONFERENCE

Language	Spanish
Minimum level of Spanish language required	From Intermediate
Hours of instruction	45 h
Credits	6 ECTS

Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.



Course description

The main objective of this course is to give students an idea of the different creative environments found in Barcelona, a city that has been a pioneer in many areas such as design, publishing, gastronomy and sports. Creativity is the ability to generate something new, by combining information, perceptions and materials, and the city of Barcelona has known how to reinvent itself on so many occasions that it is a constant example of this. With this objective, students will study the areas in which the city has stood out over the years.

Methodology

Each session will include a presentation of the topic based on a power point, reading material, and visits that the students must study and prepare, to then share their knowledge with the group, and complete its definition or clarification with the help of the lecturer. Students will be expected to participate actively.

Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

30% Continued work through the Campus Virtual

30% Participation in the videoconferences and tutorials

40% Exam or written work

Programme

- Luis Bassat and advertising in Barcelona.
- Barcelona design tour: the city as a design centre.
- The publishing industry: graphic arts, publishing and printing.
- Barcelona gastronomy: much more than La Boquería or Ferrán Adriá.
- Sport as a creative industry.
- Cultural tourism and heritage.

Bibliography

BENHAMOU, F. (1996): *L'économie de la culture*, París, La Découverte.

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BUSTAMANTE, E. (Coord.), (2004): *Comunicación y Cultura en la Era Digital. Industrias, mercados y diversidad en España*, Barcelona, Gedisa.

VVAA: *Políticas para la creatividad. Guía para el desarrollo de las industrias culturales y creativas*, Unesco, 2010

ZALLO, R. (1988): *Las Industrias Culturales en España*, Madrid, Akal.

