COURSE: BARCELONA AND ITS CREATIVE INDUSTRIES II

<table>
<thead>
<tr>
<th>Language</th>
<th>Spanish</th>
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<tr>
<td>Minimum level of Spanish language required</td>
<td>From Intermediate</td>
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<tr>
<td>Hours of instruction</td>
<td>45 h</td>
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<td>Credits</td>
<td>6 ECTS</td>
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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.

Assessment system
Examination: 40%
Course work: 40%
Class attendance: 20%

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

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


*en España*, Madrid, Akal.