

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:			
Type:	Compulsory	ECTS credits:	6
Year:	1	Code:	1512
Teaching period:	First semester		
Area:	Basic Tools		
Module:	Design Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The course is intended to provide training in different aspects of colour, on both a perceptual and also a compositional and psychological level, and to establish a link between this knowledge and more up-to-date art and creation, while not overlooking the past.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general

secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

Specific skills

To be familiar with the foundations of design aesthetics (structure, form, colour, space).

To acquire an ability for analytical (self-)reflection and (self-)criticism in creative work.

To develop the capacity for independent work.

To raise and solve design problems.

To acquire aesthetic taste.

To gain basic physiological knowledge of visual perception and its implications for visual communication.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours