

Teaching guide

IDENTIFICATION DETAILS

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| Degree: | Design | | |
| Field of Knowledge: | Arts and Humanities | | |
| Faculty/School: | Communication Science | | |
| Course: | GRAPHIC DESIGN | | |
| Type: | Compulsory | ECTS credits: | 6 |
| Year: | 2 | Code: | 1528 |
| Teaching period: | Fourth semester | | |
| Area: | Graphic | | |
| Module: | Areas of Creation | | |
| Teaching type: | Classroom-based | | |
| Language: | Spanish | | |
| Total number of student study hours: | 150 | | |

SUBJECT DESCRIPTION

The Graphic Design course, part of the Graphics subject in the Fields of Creation Module, is intended to deepen students' experience of the tools involved in the graphic designers' profession and the disciplines in which they work.

Graphic design is one of the key courses of the degree in Design, as it is the starting point for knowledge of the main tools of other areas of design such as Publishing Design, Industrial Design, Fashion Design and even the Design of Ephemeral Spaces.

It is a theoretical and practical course intended to acquaint students with this profession today through the proper use of a series of tools and aesthetic keys. To this end, students carry out exercises from the initial idea in pencil on paper to the final digital artwork performed using specific professional computer programs such as Illustrator.

Students are thus expected to acquire knowledge of image and text as primary concepts of graphic design and of its relation with and interpretation in different formats, from posters to digital animation.

In short, students will have the basic knowledge to start navigating within the world of Graphic Design and also knowledge of other design media, which they will complete in the third and fourth year of the Degree in Design in advanced subjects such as Illustration, Publishing Design, Photography, Design Projects II, Marketing and brand image and Design Management.

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.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To provide students with a broad overview of the world of design through a familiarity with all its different disciplines, thereby taking full advantage of the synergies and creative resources shared by various professionals in this field.

To instil in students the necessity and responsibility to apply the methods of usability while at the same time adhering to all legal and environmental regulations during the products and messages' design and manufacturing processes.

To train students to work as independent, self-sufficient professionals on design projects.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To acquire the ability to find and assess alternative design solutions.

To solve problems, acquire design methods and design projects.

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

To acquire the ability to communicate effectively.

To develop the capacity for independent work.

To have the ability to work well in a team.

To have learned to be determined yet patient at work.

To develop an ability to cooperate in conjunction with other design disciplines.

To raise and solve design problems.

To master basic design and its principles.

DISTRIBUTION OF WORK TIME

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