Teaching guide

IDENTIFICATION DETAILS

Degree:	Design

Field of Knowledge:	Arts and Humanities

Faculty/School:	Communication Science

Course:	EDITORIAL DESIGN

Type:	Optional	ECTS credits:	6

Year:	3	Code:	1563

Teaching period:	Sixth semester

Area:	Graphic

Module:	Areas of Creation

Teaching type:	Classroom-based

Language:	Spanish

Total number of student study hours:	150

SUBJECT DESCRIPTION

Publishing design brings together the main disciplines of graphic design: identity, typography and communication. Because of technological advances in recent years, publishing design is currently undergoing a paradigm shift, a true revolution. A graduate in Design must know and master three key technical aspects of this discipline: theory and culture, technique and technology.

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 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 design and make models and prototypes.

Utiliza correctamente los fundamentos estéticos del diseño: estructura, forma, color y espacio.

Utiliza las herramientas más comunes de diseño editorial

Aplica correctamente a cada soporte editorial los conocimientos sobre tipografía.

Desarrolla espíritu crítico para evaluar sus trabajos desde el diseño editorial.

Distingue las diferentes estructuras de una pieza editorial y diseña retículas bajo criterios de eficiencia y consistencia y diseña retículas bajo criterios de eficiencia y consistencia.

DISTRIBUTION OF WORK TIME

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