

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	DESIGN MOTION		
Type:	Optional	ECTS credits:	6
Year:	4	Code:	1570
Teaching period:	Seventh semester		
Area:	Publishing		
Module:	Technological Design Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Graphic design is part of the audiovisual media, its speciality being the creation and communication of visual and corporate identity. Digital editing tools and layered composition allow the integration of graphic media and their animation for the purpose of making advertisements, headers and credits.

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 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.

Specific skills

To adopt an attitude of curiosity above and beyond practical first perceptions.

To acquire the ability to communicate effectively.

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

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