

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	GRAPHIC DESIGN		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3050
Teaching period:	Sixth semester		
Area:	Postproduction Tools (Multimedia Design)		
Module:	Tools of Communication and Applied Technology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Diseño Gráfico es una introducción al mundo de la creación visual enfocada al formato papel, en ella el alumno conocerá los principios básicos que rigen esta disciplina para poder desarrollar sus múltiples campos a posteriori. **“El diseño gráfico está en todas partes”** decía el maestro del diseño gráfico e identidad visual Paul Rand. En esta asignatura de Diseño Gráfico nos adentraremos en un maravilloso mundo de color, de imágenes, composición y tipografías, que en su conjunto y, a lo largo de la historia, han creado mensajes de gran impacto. No debe de existir un arte separado de la vida. Aprenderemos que el Diseño Gráfico tiene que servir de unión entre el arte visual y las personas. Tiene que existir una conexión especial. Su mensaje tiene que ser inmediato y preciso. Tal y como decía Bruno Munari: "actualmente es necesario desmontar el mito del artista divo que produce obras maestras para las personas más inteligentes". El arte y el diseño gráfico nunca pueden estar separados de la vida. "Tengamos en cuenta que mientras el arte se mantenga al margen de los problemas de la vida, interesará sólo a unas pocas personas", -Bruno Murani-.

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 be able to implement and master technology applied to the field of audio-visual and multimedia communication.

Specific skills

To acquire the theoretical and practical knowledge needed to create, plan, direct and develop audio-visual projects during the stages of pre-production, production and post-production in various formats: film, radio, television, interactive digital or multimedia environments, as well as to acquire the ability to use computer resources, web technologies and information and communication techniques in the various combined or interactive (multimedia) platforms or systems, and to acquire an ability to design formal and aesthetic aspects in graphic, audio-visual and digital media.

To acquire an ability to use the computer resources, information and communication technologies and techniques related to the various combined or interactive (multimedia) platforms or systems.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM
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	ACTIVITY
65 hours	10 hours