

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Scope	Journalism, Communication, Advertising and Public Relations		
Faculty/School:	Communication Sciences		
Course:	GRAPHIC DESIGN		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3050
Teaching period:	Sixth semester		
Subject:	Postproduction Tools (Multimedia Design)		
Module:	Communication Tools and Applied Technology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Graphic design plays a fundamental role in our daily lives, whether as spectators or in our case as visual creators. Learning the basic rules that shape the creation of graphic messages is essential to achieve pieces that communicate and also fulfill an aesthetic function. The course of Graphic Design is an introduction to the world of visual creation focused on paper format, in which the student will learn the basic principles that govern this discipline in order to be able to develop its multiple fields afterwards.

Graphic Design is an introduction to the world of visual creation focused on paper format, in which the student will learn the basic principles that govern this discipline in order to be able to develop its multiple fields afterwards. "Graphic design is everywhere," said the master of graphic design and visual identity Paul Rand. In this Graphic Design course, we will delve into a wonderful world of color, images, composition and typography, which together

and, throughout history, have created messages of great impact.

There should be no art separate from life. We will learn that Graphic Design must serve as a union between visual art and people. There has to be a special connection. Your message needs to be immediate and accurate. As Bruno Munari said: 'Nowadays it is necessary to dismantle the myth of the divo artist who produces masterpieces for the most intelligent people'. Art and graphic design can never be separated from life. 'Let's keep in mind that as long as art is kept out of life's problems, it will interest only a few people', -Bruno Murani-.

GOAL

The objective of the course is that at the end of the semester, students will be able to capture with graphic design a vision of life and the world that surrounds them, thanks to all the concepts that we will be seeing throughout the course. Facilitating incorporation into the world of work in the field of graphic design, having obtained technical and creative knowledge to carry out quality projects, is another purpose of the subject. Develop a visual aesthetic and a learning to read graphic design that will help them in their future audiovisual professional. Learn about the history of graphic design, through the great references. "We don't know why certain designs remain in people's memories, but the definitive argument is because they are true. The 'I love NY' logo was not invented for an advertising campaign. It was true. It represented what people felt and couldn't express." -Milton Glaser- The specific purposes of the course are: -Training to transform. -Understand and read graphic design. -Know how to express yourself through graphic design (technical and creative fields). -Get a visual culture. -Incorporation into the world of work.

PRIOR KNOWLEDGE

To take the Graphic Design course, a learning attitude, motivation, attention and desire to express oneself through graphic design are required. Students will arrive with notions of composition from previous courses, image readings and notions of some of the design programs, which will be used and learned in greater depth throughout the semester: Indesign, Illustrator and Photoshop. All of these notions will be applied to graphic design.

COURSE SYLLABUS

All modules will be studied in a theoretical and practical way.

MODULE I: What is Graphic Design?

What is Graphic Design?

A brief history of Graphic Design, from its inception to the present

We know the great personalities of Graphic Design

MODULE II: THE COLOR

Color and its importance

Color differences in print and web

CMYK color treatment and flat inks

Chromatic circle

Introduction to the Psychology of Color

MODULE III: TYPOGRAPHY

Typography and its importance
Structure of a typography
Font families
Typographic classifications

MODULE IV: THE COMPOSITION

Composition and its importance
Theories of composition
Basic Concepts
Compositional diagrams

MODULE V: EDITORIAL DESIGN

Basic terminologies for graphic design and layout
Fundamental Rules
Final Arts
Basic orthotypography for designers

MODULE VI: VISUAL IDENTITY, THE LOGO

Differences between corporate identity, visual identity and branding
Types of logos
Gestalt theory applied to the logo
Creative Stages
Creating a Visual Identity Manual

EDUCATION ACTIVITIES

- Groups will be established to carry out some practices.
- They will have to research on topics that will later be analyzed in class.
- The modules will be supported with videos and visually.
- There will be master classes and discussion forums.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
65 Horas	10 Horas

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

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

General Skills

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

Specific skills

Acquire the theoretical-practical knowledge to create, plan, direct and develop audiovisual projects in their pre-production, production and post-production phases in various formats: film, radio, television, interactive or multimedia digital environments and acquire the ability to use computer resources, web technologies and informational and communication techniques, in the different combined or interactive media or media systems (multimedia) and acquire the capacity to design formal and aesthetic aspects in media graphic, audiovisual and digital.

Acquire the ability to use computer resources, information and communication technologies and techniques, in the different combined or interactive media or media systems (multimedia).

LEARNING RESULTS

Meet great personalities in Graphic Design

Differentiate between printing and web processes

Create a poster from start to print

Differentiate between typographies

Create a visual identity

Express yourself through Graphic Design

LEARNING APPRAISAL SYSTEM

The student will be evaluated for their participation throughout the course in the subject, as well as for the preparation of the internships during the course and their final course work. All evaluations are planned, whether they are face-to-face or non-face-to-face, adapting to the circumstances of each moment.

Attendance: 15% Practices/Jobs: 40%. Final project: 45%.

Extraordinary: a final project will be requested. It will be delivered on an extraordinary date and will score 100% of the grade.

Cases of students in a situation of exemption.

Option 1, students who wish to be evaluated on a continuous basis. They will submit the projects that are proposed throughout the course, they will obtain continuous evaluation and will be submitted to the final exam of the course.

Option 2, students who do not want continuous evaluation. They will deliver a final project/final course test. It will score 100% of the grade.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
- c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).
- d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Eva Heller. Psychology of color: how colors act on feelings and reason/Barcelona:Gustavo Gili, 2004.

D. A. Dondis. The syntax of the image: introduction to the visual alphabet/Barcelona:Gustavo Gili, 2007.

Ellen Lupton. Thinking with types: a key guide for students, designers, editors and writers/Barcelona:Editorial Gustavo Gili, 2011

Additional

Paul Rand. Thoughts on Design/New York: Chronicle Books, 2014.

Logo Design. Köln: Taschen, 2015.

Logo Design: Global brands. Köln: Taschen, 2019.