

BASIC DETAILS:

Subject:	DISEÑO GRÁFICO MULTIMEDIA		
Id.:	31933		
Programme:	GRADUADO EN PERIODISMO. PLAN 2014 (BOE 15/10/2014)		
Module:	TECNOLOGÍA, DISEÑO Y CULTURA VISUAL		
Subject type:	OBLIGATORIA		
Year:	3	Teaching period:	Primer Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	64	Individual study:	86
Main teaching language:	Inglés	Secondary teaching language:	Inglés
Lecturer:	CARCAVILLA PUEY, FERNANDO (T)	Email:	fcarcavilla@usj.es

PRESENTATION:

The aim of this subject is to provide theoretical and practical skills to develop graphic design projects focused on journalism. Contents can be divided into two blocks: The first one is a theoretical block aimed to take a close look at the basic principles of graphic design, oriented to cover the main needs of the future journalists. To do this, we will start with typography and color to later address at more specific fields of editorial design, such as page architecture and infographic design. The second one aims to provide some technical skills to the student using the main graphic design tools such as Adobe Illustrator (vector design), Adobe Photoshop (picture retouching) and Adobe InDesign (editorial design). Students will apply the skills acquired along the course through the project of designing their own publication, which is the thread of the activities programmed throughout the course.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and synthesise.	
	G02	Problem solving.	
	G03	Ability to organise and plan.	
	G05	Use of Information Technologies.	
	G07	Teamwork.	
	G08	Interpersonal skills.	
	G09	Ethical commitment.	
	G11	Ability to apply knowledge.	
	G12	Ability to generate new ideas (creativity).	
	G13	Ability to undertake research.	
	Specific programme competences	E03	Capacity and ability to recover, organise, analyse and process information and communications for these to be disseminated, pursued or processed privately or collectively through different media and formats or in the creation of productions of one sort or another.
		E04	Capacity and ability to seek, choose and prioritise any source or document (written, sound file, visual, etc.) of use in the creation and processing of information; likewise in the pursuit of effective communication or fictionalisation and entertainment.
		E06	Capacity and ability to communicate using the lexicon of each of the traditional communications media (press, photography, radio, television) in their modern combined format (multimedia) or the new digital media (internet), through hypertextuality.
E08		Capacity and ability to use the information and communications technologies and techniques in the various media or combined or interactive media systems (multimedia).	
E09		Capacity and ability to use the information systems and resources and their interactive applications.	
E11		Ability to experiment and innovate through knowledge and use of techniques and methods applied to quality improvement and self-evaluation processes; likewise the skills to learn independently, adapt to change and use creativity to overcome the daily grind.	
E12		Ability to conceptualise, plan and execute information or communications projects, undertaken according to topic areas - applying journalistic styles and procedures.	
E14	Capacity and ability to design the formal and aesthetic features of written, graphic, audiovisual and digital media, as well as how to use IT techniques to present and broadcast facts and information through computer graphics systems.as informáticas para la representación y transmisión de hechos y datos mediante sistemas infográficos.		

Learning outcomes	R01	Master and practice the creative sequence which determines the overall making of the graphic design product; in this case, the communication models being developed are infographic resources - inserts - in the press and achieved through systems and digital technology. Have competences which enhance their creativity to pursue artistic skills - aesthetics - in the initial and midway description of the product, as well as a clear technological vision, particularly in both cases for development, manufacturing and dissemination.
	R02	Display the aptitudes required to graphically synthesise a large amount of information, registered abstractly as well as described and inserted textually; being able to choose both image type and ideal typographic font - both being applicable to a document designed for the publishing world.
	R03	Having achieved this ability to synthesise journalistic information through infographic keys, the student will have sufficient skill in using Adobe Photoshop CS4 to graphically express the summary contemplated in an e-format.
	R04	In self-editing journalistic publishing activities involving QuarkXPress 8.0 and Adobe InDesign CS4, the student will comfortably handle the aforementioned software. In any case, the particular identity and properties of these IT tools will be adapted to the communicative intention of the stated project.
	R05	Know and use Adobe Flash CS4: the student will have a positive view of the theoretical and practical mechanisms affecting the development of interactive multimedia applications in which the user actively participates, manipulating the designed graphic interface to wilfully redesign the initial storyline established by the writer.

PRE-REQUISITES:

Students will need to have a minimum B1 level in English in order to take this subject, as it will be taught entirely in English.

SUBJECT PROGRAMME:

Subject contents:

1 - TYPOGRAPHY AND COLOR
1.1 - Introduction
1.2 - Anatomy of the letter
1.3 - Families and typographical subdivisions
1.4 - Legibility
1.5 - Color
2 - EDITORIAL DESIGN
2.1 - Visual identity of a publication
2.2 - Baseline grid
2.3 - Page architecture
2.4 - Infographics
3 - VECTOR GRAPHICS: ADOBE ILLUSTRATOR
3.1 - Introduction to Adobe Illustrator
3.2 - The interface
3.3 - Paths and shapes
3.4 - Working with objects
3.5 - Color
3.6 - Text
4 - PICTURE RETOUCHING: ADOBE PHOTOSHOP
4.1 - Introduction to Adobe Photoshop
4.2 - The interface
4.3 - Basic tools
4.4 - Working with layers
4.5 - Selection tools
4.6 - Paths
4.7 - Image adjustments
4.8 - Image size and resolution
5 - PAGE LAYOUT: ADOBE INDESIGN
5.1 - Introduction to Adobe InDesign
5.2 - Working with documents

5.3 - Working with objects
5.4 - Text edition
5.5 - Drawing tools
5.6 - Color

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

In order to develop the competences established for this subject, sessions are planned as follows:

Theory/ practice classes: The professor will provide theoretical content in interactive sessions. Classes will be conducted exclusively in English. Students are expected to participate in class and in all class-related activities in English.

Individual and group work: It will be done during the class time and the independent learning time. Instructions will be provided during the classes.

Tutorials: Students can request a personal meeting with the teacher to solve doubts, guide their work or any other need.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	30
	Practical work, exercises, problem-solving etc.	24
	Coursework presentations	10
Individual study	Tutorials	4
	Individual study	40
	Individual coursework preparation	26
	Group coursework preparation	16
	Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	40 %
Group coursework:	30 %
Final exam:	30 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

CALDWELL, Cath, and ZAPPATERRA, Yolanda. Editorial Design: Digital and Print. London: Laurence King Publishing, 2014.
COLES, Stephen. The Anatomy of Type: A Graphic Guide to 100 Typefaces. London: HarperCollins, 2012.
LEWIS, Angharad. So You Want to publish a magazine? London: Laurence King Publishing, 2016.

Recommended bibliography:

BRINGHURST, Robert. The Elements of Typographic Style. Vancouver: Hartley & Marks, 2013.
EVAMY, Michael. Logo: The Reference Guide to Symbols and Logotypes. London: Laurence King Publishing, 2015.
HOFMANN, Armin. Graphic Design Manual: Principles and Practic. Switzerland: Niggli, 2004.
HOLLIS, Richard. Swiss Graphic Design: The Origins and Growth of an International Style 1920-1965. New Haven: Yale University Press, 2006.
LESLIE, Jeremy. MagCulture: New Magazine Design. London: HarperCollins, 2003.
LESLIE, Jeremy. The Modern Magazine: Visual Journalism in the Digital Age. London: Laurence King, 2013.
MÜLLER-BROCKMANN, Josef. Grid Systems in Graphic Design. Switzerland: Niggli, 2004.
MÜLLER, Jens. Logo Modernism. Köln: Taschen, 2015

Recommended websites:

ILLUSTRATOR TUTORIALS	https://helpx.adobe.com/illustrator/tutorials.html
INDESIGN TUTORIALS	https://helpx.adobe.com/indesign/tutorials.html
PHOTOSHOP TUTORIALS	https://helpx.adobe.com/photoshop/tutorials.html