# Course guide
# 320144 - DGC - Graphic Design and Communication

**Last modified:** 22/06/2023

**Unit in charge:** Terrassa School of Industrial, Aerospace and Audiovisual Engineering
**Teaching unit:** 717 - DEGD - Department of Engineering Graphics and Design.

**Degree:** BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Compulsory subject).

**Academic year:** 2023 **ECTS Credits:** 6.0 **Languages:** Catalan

## LECTURER

**Coordinating lecturer:** Rosó Baltà Salvador

**Others:** Rosó Baltà Salvador

## DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

**Specific:**
CED20-DIDP. Ability to design and project in different environments of effective and efficient communication with the different agents involved in the industrial design and development process. (Specific technology module: industrial design).
CED21-DIDP. Ability to make decisions regarding the graphic representation of concepts. (Specific technology module: industrial design).
CED22-DIDP. Ability to apply specific methods, techniques and instruments for each form of technical representation. (Specific technology module: industrial design).
CED23-DIDP. Knowledge of design topology, products, and their presentation. (Specific technology module: industrial design).
CED24-DIDP. Ability to design taking into account the company's corporate image and its reflection in the product. (Common module to the industrial branch - Specific technology module: industrial design).
CED25-DIDP. Ability to make decisions related to the corporate image of the product and company. (Common module for the industrial branch - Specific technology module: industrial design).
CED26-DIDP. Knowledge of positioning and segmentation. (Common module for the industrial branch - Specific technology module: industrial design)

**Generical:**
CG03-DIDP. Contribution to the professional dimension a dimension of ethical and social responsibility, which involves raising awareness about the implications that professional activity has regarding human, social, cultural, economic, accessibility and environmental values.

**Transversal:**
CT06 N3. Self-directed learning - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

## TEACHING METHODOLOGY

- The subject will consist of theoretical sessions which content will be linked to the project being worked on. In these exhibition sessions, the theoretical bases of the subject, concepts, methods and results will be introduced, illustrating them with convenient examples to facilitate their understanding.

- The practical classes will be based on laboratory-based projects focused on the presentation of concepts, techniques and procedures, combined with the resolution of exercises and practical work. Part of this learning will be cooperative and will be based on projects (project based cooperative learning), oriented to the accomplishment of problems and evaluable projects in team. The transversal work of the course will be focused on the PBL group work programmed jointly with the subject Design and Product I. This work will pick up the majority of concepts treated during the course in the two subjects.

- A part of the work that involves the subject will be carried out in an autonomous and individual way of studying, preparing and carrying out exercises. Students, independently, will have to study to assimilate the concepts, solve the exercises proposed either manually or with the help of the computer.

- Use of the tools of the ATENEA platform and other tools (web 2.0) hosted externally, in order to encourage collaborative learning.

## LEARNING OBJECTIVES OF THE SUBJECT

- Develop, systematize and structure the creative process.
- Introduce concepts, techniques and methodologies of the graphic design and communication sector.
- Know and practice the techniques of graphic representation as a means to favor the expression and transmission of ideas in the
- industrial design processes.
- Facilitate and enhance the analysis capacity.
- Develop the ability to imagine, create and represent new product ideas based on graphic design.
- Develop the ability of visual perception of the environment through observation in order to interpret, imagine, create and represent using graphic language.
- Define and manage visual development projects.
- Provide knowledge and develop skills to apply the theory of color, typography, image and composition both in the design and in the representation and the final image of the product.
- Become familiar with and use the technical language of the graphic design sector.

## STUDY LOAD

| Type | Hours | Percentage |
|---|---|---|
| Hours small group | 30,0 | 20.00 |
| Self study | 90,0 | 60.00 |
| Hours large group | 30,0 | 20.00 |

**Total learning time:** 150 h

## CONTENTS

### TOPIC 1. Principles of graphic design

**Description:**
Graphic design and visual communication
Elements and principles of graphic design
Critical thinking and justification
Design methodologies I

**Specific objectives:**
Understand the basic principles of graphic design and visual communication.
Know and use basic resources

**Related activities:**
AV1: Editorial layout

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 2. Editorial Design I

**Description:**
Editorial design
Composition and visual hierarchy
Typography
Grid
Design Methodologies II

**Specific objectives:**
Understand the basic principles of editorial design.
Identify and justify which typography to use in each case.
Typographic treatment, vectorization of text, paragraphs
To become familiar with the use of the compositional grid.

**Related activities:**
AV1: Editorial layout

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 3. Editorial design II

**Description:**
Introduction to the image and photography
The plans of the image
The image as a communication element
Introduction to typography
Classifications and styles
Characteristics of typography
The use of typography as a communication element

**Specific objectives:**
Become familiar with the image / photography as an element of communicational content
Use the tools of photo editing and color correction.
Use image editing to integrate a product in a context.
Identify and justify what typography to use in each case.
Typographic treatment, vectorization of the text, justification and other effects.

**Related activities:**
AV2: Editorial Project

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 4. Advertising design

**Description:**
Introduction to advertising design
Analysis of advertising channels
Characteristics of language and visual rhetoric
Introduction to color, color properties and color models.
The psychology of color and how it is used in visual communication.

**Specific objectives:**
To work on the adequacy of the language and message with the target audience.
Knowing the tools for color treatment and the generation of effects through color.
Use of resources for creating color palettes and how to create a consistent color palette.

**Related activities:**
AV2: Generation of advertising pieces

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 5. Design of infographics

**Description:**
Infographics
Visual semiotics
Design methodologies III

**Specific objectives:**
Identify relevant information for the target audience and synthesize the message.
Organize the information in a visual way to generate attraction in the reader.
The storyboard as a communicational design tool.

**Related activities:**
AV2: Generation of advertising pieces

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 6. Evolution of graphic design and trends

**Description:**
Historical review of trends in the field of graphic design.
Analysis of current trends in graphic design and visual communication.

**Specific objectives:**
Identify trends that characterize the current aesthetic current in the field of graphic design.
Ways to encourage creative thinking

**Related activities:**
AV3: Generation of graphic elements for the presentation of an industrial product.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### UNIT 7. Design project III

**Description:**
Signage
Types of supports and signs
Maps, flows and circulation

**Specific objectives:**
Understand the principles of signage design.
Use of graphic design resources and communication in sign design.

**Related activities:**
AV4: Generation of graphic elements for the presentation of an industrial product.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 8. Packaging design

**Description:**
Packaging, brands and products.
Elements of packaging and label design
Design methodologies IV

**Specific objectives:**
Identify the message/communicative intent of packaging.
To know the elements that characterize a package or label.

**Related activities:**
AV4: Generation of graphic elements for the presentation of an industrial product.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 9. Packaging design II

**Description:**
Innovation in packaging.
Personalized packaging, limited edition, interactive packaging, eco-packaging and reusable packaging.
Manufacturing and printing methods II

**Specific objectives:**
Trace the experience that packaging brings to the consumer.
Understand different ways of interacting with packaging.

**Related activities:**
PBL. Integrated with Disseny i Producte I course.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 10. Digital Interfaces

**Description:**
Design and elements of digital interfaces.
Compositional grid, responsive design and design by components or design systems.
Interaction and animation
Gamification
Design methodologies VI

**Specific objectives:**
Understand the principles of digital design and interactive interfaces.
Understand the basics of usability and user-centered design.
To understand the interface design process

**Related activities:**
PBL. Integrated with Disseny i Producte I course.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 11. Product interfaces

**Description:**
Principles of interface design.
Usability, ergonomics and affordance
Types of control elements, signals and indicators
Task analysis and user testing;
Design methodologies VI
.

**Specific objectives:**
Identify product controls and interaction elements and justify their choice.
Know advanced tools: transformations to incorporate silkscreen printing to the object.

**Related activities:**
PBL. Integrated with Disseny i Producte I course.

**Full-or-part-time:** 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

### TOPIC 12. Additional content

**Description:**
Additional and complementary content.

**Related activities:**
PBL. Integrated with Disseny i Producte I course.

**Full-or-part-time:** 23h 30m
Theory classes: 8h
Laboratory classes: 8h
Self study : 7h 30m

## GRADING SYSTEM

A model of continuous evaluation will be applied with the basic purpose of weighing both the autonomous work and the work in team from students.

The evaluation of acquisition of knowledge, skills and abilities will be carried out from:
- First individual exam ..... 15%.
- Second individual exam..... 15%
- Scheduled activities and deliveries..... 49%
- PBL, report and oral presentation..... 21%

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.
If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

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