



Course guide

804383 - FDD - Design Fundamentals

Last modified: 04/07/2023

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Compulsory subject).

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

LECTURER

Coordinating lecturer: Eguia Gómez, Jose Luis

Others:

TEACHING METHODOLOGY

Class sessions are divided into two activity bands:

1. Descriptive part, where the Teacher makes a presentation of the introduction of new content and describes the materials (work plan, notes, presentations, links and exercise statements, etc.) that he provides to work on during the following week. (80% of the activity).
2. Participatory party that develops activities such as:
 - a. Resolution of questions about the contents studied or exercises proposed in the previous meeting.
 - b. Explanation and defense of the solved problems.
 - c. Debates or discussion forums on the content discussed in the previous class.
 - d. Test of knowledge about the theoretical contents taught in the previous class or the exercises in development.

LEARNING OBJECTIVES OF THE SUBJECT

- Define the concepts of visual identity and corporate image and the different methodologies involved in the graphic design process.

STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	20.00
Hours medium group	18,0	12.00
Guided activities	12,0	8.00
Self study	90,0	60.00

Total learning time: 150 h



CONTENTS

Week 1: Introduction to Design

Description:

1. Design objectives.
2. Design function.
3. Design and art.
4. Design methodology.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 2: Semiotics and study of form and colour: its application in design.

Description:

1. Fundamentals and constituent elements.
2. The design process as a semiotic system of signification and communication.
3. Polysemy: Poetics and rhetoric of design.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 3: Visual Alphabet

Description:

1. Semiotics in practice:
2. Example: Posters and symbolism.
3. Art Nouveau Poster
4. Hippie poster

Vector illustration software

- Use of the layers palette.
- Change layer options.
- Consolidate layers.
- Arrange objects on separate layers.
- Find objects in a layer.
- Apply transparency to an entire layer.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h



Week 4: The form

Description:

1. Balance and tension.
2. The rhythm.
3. The contrast.
4. The format, size, scale and proportion.

vector illustration software

- Control of selection tools.
- Select via menu
- Draw basic shapes: circle, square, polygonal objects, Lines.
- Options bar.
- Combine objects.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Setmana 5: Structure of graphic space and compositional hierarchies

Description:

1. Visual composition: Weight and direction.
2. Hierarchy.
3. The grid.
4. Influence of formal artistic movements in design.
 - Bauhaus: from formal modernism to decorative modernism.
 - Constructivism.
 - From Stilj.

vector illustration software

Group and ungroup shapes.

- Selection of objects within a group.
- Changing the size, rotation and shape of an element with main bar.
- Change size and shape of an element with scale tool.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h



Week 6: Typography as a formal element

Description:

1. The character.
2. Anatomy of typography.
3. Style and families.
4. Differentiating features.

vector illustration software

text format

- Paragraph formation and alignment.
- Use of tabs.
- Creation of styles, paragraph and character.
- Outline text creation

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 7: Historical evolution of typography

Description:

1. Main characteristics of the font families.
2. Most significant differentiating features of the types.
3. The letter and the text as a plastic resource.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 8: Color and color perception

Description:

1. The language of colour.
2. Technical aspects of color.

vector illustration software

Work with the color palette options.

- Add and modify colors.
- Modify color palettes.
- Use preset gradients.
- Create a 2-color gradient.
- Save gradients as swatches.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h



Week 9: Color perception

Description:

1. Historical evolution of color perception.
2. Color as an abstract symbol.

vector illustration software

- Use of pattern brushes.
- Create calligraphic brush strokes.
- Scatter brushes.
- Artistic brushes.
- Share custom brushes.

Full-or-part-time: 5h

Theory classes: 2h

Self study : 3h

Week 10: Composition

Description:

1. Adapt the typography to the specifications of the graphic project.
2. Basic rules of readability.
3. Basic rules of composition.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 11: Historical evolution of the composition

Description:

Study of cases:

1. Art Deco.
2. Swiss Design or International typographic style.
3. DesignPlus.
4. Designers Republic.

vector illustration software

- Import or link embedded artwork.
- Understanding bitmap images.
- Work with bitmap formats.
 - Preparation of bitmaps.
 - Applying effects to bitmaps.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h



Week 12: Design and society

Description:

1. Social and environmental responsibilities.
2. The translation of the global design into a local one.
3. How to measure the success of the design.
4. Most significant manifestations of political design.
5. Innovation based on design.

vector illustration software

- Editing a clip mask.
- Make use of masked text.
- Crop a bitmap with mask.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

Week 13: Trends

Description:

1. Trends, authors and significant contributions of contemporary graphic design.
2. Trends in persuasive communication.
3. Trends in informative communication.
4. Trends in identification communication.

vector illustration software

- How to prepare an illustration for the Web.
- Use of the new vector options for Web.
- Assigning links with Illustrator.
- Creation of image maps.
- Creation of safe colors for the web.

Full-or-part-time: 10h

Theory classes: 4h

Self study : 6h

GRADING SYSTEM

- Practice exercises with a weighting of 30% of the final course grade.
Overall: 30%
- 2 Partial Exams with a weighting of 15% of the final course grade each.
Overall: 30%
- A Final Exam with a weighting of 30% of the final course grade.

generic skills

- Assessment of generic skills with a weighting of 10% of the final grade for the subject.

Students suspended for the curricular evaluation will have the option of taking the reevaluation exam. The mark of this exam will replace the mark of the partial and final exams and, in case of passing the subject, the maximum final mark will be a 5.

* The reviews and / or claims in relation to the exams will be carried out exclusively on the dates and times established in the academic calendar upon request by the student to the professor.

EXAMINATION RULES.

Exercises

Students must dedicate autonomous work time (after hours) to carry out the exercises. To make them, the instructions given in the working document must be followed.

Once the exercise is finished, it will be deposited in the Virtual Campus when it is delivered to the classroom of the section on the corresponding date. Only those exercises delivered before 24:00 hours on the deadline date will be taken into account to assess.

The evaluation of the exercises does not only imply the resolution of the same, it also implies the defense that is made of the results and the realization of relevant documents.

Any incident that does not allow the exercise to be resolved within the indicated period must be previously communicated to the / Professor / a. Subsequent to this communication and depending on the causes that motivate the non-presentation of the exercise, if justified, alternatives will be found to complete the evaluation. The causes of the non-presentation of the exercises communicated by the study management will also be considered justified.

The documents must be completed, following the instructions, especially regarding the names of the files. The correct management of the documentation provided is an aspect of the skills to be acquired and part of the evaluation.

BIBLIOGRAPHY

Basic:

- Arnheim, Rudolf; Balseiro, María Luisa. Arte y percepción visual : psicología del ojo creador : nueva versión . 2a ed. Madrid : Alianza, 2002. ISBN 8420678740.
- Dondis, Donis A. La Sintaxis de la imagen : introducción al alfabeto visual . 6a ed. Barcelona [etc.] : Gili, 1985. ISBN 842520609X.
- González, Rafael C; Woods, Richard E. Digital image processing . 3rd ed., international ed. Upper Saddle River : Pearson Education Internacional, cop. 2010. ISBN 0132345633.
- Jardí, Enric. Veintidós consejos sobre tipografía que algunos diseñadores jamás revelarán. Barcelona: Actar, 2007. ISBN 9788496540910.

Complementary:

- Calavera, Anna. Arte y diseño . Barcelona : Gustavo Gili, cop. 2003. ISBN 9788425215438.
- Satué, Enric. El Diseño gráfico : desde los orígenes hasta nuestros días . Madrid : Alianza, 1988. ISBN 8420670715.
- Frutiger, Adrian. Signos, símbolos, marcas, señales. Barcelona: Gustavo Gili, 1981. ISBN 8425220858.
- Munari, Bruno. Diseño y comunicación visual : contribución a una metodología didáctica . 8a ed. Barcelona [etc.] : Gustavo Gili, 1985. ISBN 9788425212031.