Course guide
804386 - DGRAF - Graphic Design

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: 2024   **ECTS Credits:** 6.0   **Languages:** Spanish

LECTURER

Coordinating lecturer:	Trastamara Grau, Noemi De

Others:

TEACHING METHODOLOGY

The methodology taught in this subject aims to introduce a solid foundation in the graphic environment, oriented towards visual identity, provide work tools, graphic and theoretical resources with the aim of creating a working method so that the student acquires the ability to implement a graphic discourse in the creation of visual identity.

The class sessions are divided into two activity parts: 1. Descriptive part, where the teacher makes a presentation of new content and describes the materials (work plan, notes, presentations, links and descriptions of exercises, etc.), which provides to work during the following week. 2. Participatory part in which activities such as: a. Resolution of questions about the contents studied or exercises proposed in the previous class. b. Explanation and defense of the solved problems. c. Debates or discussion forums on the content covered 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.

- Understand the concepts of visual identity and corporate image.
- Understand and know how to use the different methodologies involved in the graphic design process.
- Being able to know how to use the agents involved in graphic and visual communication
- Master the processes involved in packaging design and the creation of printed and electronic publications.

STUDY LOAD

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

Total learning time: 150 h

CONTENTS

TEMA 1. Introducción a la Identidad Visual

Description:
1. Valores
2. Objetivos
3. Qué es un logotipo?
4. Variedades y formas
5. Briefing

Related activities:
Ejercicios propuestos en la práctica P01

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

SUBJECT 2. Construction of Visual Identity

Description:
1. Corporate identity versus corporate image
2. Brand
3. Manual of styles
4.Branding
5. Search
6. Creation techniques
7. Work tools

Related activities:
Ejercicios propuestos en la práctica P02

Full-or-part-time: 20h
Theory classes: 8h
Self study : 12h

TEMA 3. Diseño Editorial

Description:
1. Papelería
2. Embalaje y diseño de producto
3. Características propias

Related activities:
Exercises proposed in practice P03

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

SUBJECT 4. Digital Design

Description:
1. Graphic interfaces
2. Own characteristics

Related activities:
Exercises proposed in practice P04

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

TEMA 5. Mensaje publicitario

Description:
1. Texto
2. Qué es un eslogan?
3. Funciones del texto

Related activities:
Ejercicios propuestos en la práctica P05

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

UNIT 6. Thinking in images

Description:
1. Photography and design
2. Creative techniques
3. Idea generators
4. Study tools

Related activities:
Exercises proposed in practices P06 and P07

Full-or-part-time: 20h
Theory classes: 8h
Self study : 12h

UNIT 7. Communication strategies

Description:
1. Guerrilla Marketing
2. Other interactive techniques

Related activities:
Exercises proposed in practice P08

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

SUBJECT 8. Visual strategies

Description:
1. Visual techniques
2. Utilities

Related activities:
Exercises proposed in practice P10

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

SUBJECT 9. Development and visual experimentation

Description:
1. Visual techniques
2. Art direction
3. Strategies

Related activities:
Exercises proposed in practice P11

Full-or-part-time: 10h
Theory classes: 4h
Self study : 6h

TEMA 10. Diseñar una Identidad Visual

Description:
1. El proceso creativo
2. Implementación de herramientas creativas y de trabajo
3. Aplicación metodológica
4. Elaboración de una marca.

Related activities:
Ejercicios propuestos en la práctica P10

Full-or-part-time: 40h
Theory classes: 16h
Self study : 24h

GRADING SYSTEM

Partial exams. 2 partial exams with a weighting of 30% of the final grade for the subject.

Final exam. Weighting of 30% of the final grade of the subject.

Exercises and practices. A total of 11 exercises with a weighting of 30% of the final grade for the course.

Participation and learning attitude. The evaluation of the student's participation in the formative activities of the subject and the learning attitude will be evaluated by means of a follow-up of the interventions and the proportion of exercises or practices presented. This evaluation corresponds to 10% of the final grade of The subject.

Students who do not pass the course through continuous assessment will have the option of taking the reassessment exam, the grade from which will replace the grades for the partial exams and the final exam (60% of the grade for the subject).

EXAMINATION RULES.

Students will have to dedicate autonomous work time to carry out the exercises proposed in class. The indications provided in the working document must be followed.

Once the exercise is finished, it will be deposited in the corresponding delivery room of the virtual Campus and on the corresponding date. Only those exercises delivered before 24.00 hours of the deadline will be taken into account.

The evaluation of the exercises not only implies their resolution, but also implies the defense that is made in class and the realization of relevant documents.

Any incident that does not allow solving the exercise within the indicated period will have to be previously communicated to the teacher. Subsequent to this communication, and depending on the causes that motivate the non-presentation of the exercise, if these are justified, alternatives will be sought to complete the evaluation. The reasons for the non-presentation of the exercises will also be considered justified when they are communicated by the head of studies.

The documents have to be solved following the instructions, especially in what refers to the nomenclature of the files. The correct management of the documentation provided is an aspect to take into account in the skills to acquire and will be part of the evaluation.

Irregular actions that can lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action entails the descriptive qualification of suspension and a numerical grade of 0 in the overall ordinary assessment of the subject, without the right to re-evaluation.

If the teachers have indications of the use of AI tools not allowed in the assessment tests, they can call the students involved to an oral test or a meeting to verify their authorship.

BIBLIOGRAPHY

Basic:
- Maeda, John. Las Leyes de la simplicidad : diseño, tecnología, negocios, vida . Barcelona : Gedisa, 2006. ISBN 9788497841597.
- Chaves, Norberto . La Imagen corporativa : teoría y práctica de la indentificación institucional . 3a ed. Barcelona : Gustavo Gili, 2005. ISBN 8425220793.
- Dorrian, Mike; Lucas, Gavin. Publicidad de guerrilla : otras formas de comunicar . Barcelona : Gustavo Gili, cop. 2006. ISBN 9788425220982.
- March, Marion. Tipografía creativa! . Barcelona [etc.] : Gustavo Gili, cop. 1989. ISBN 8425214076.