Course guide  
320144 - DGC - Graphic Design and Communication

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: 2022  ECTS Credits: 6.0  Languages: Catalan

LECTURER

Coordinating lecturer: Jordi Voltas Aguilar
Others: Rosó Baltà Salvador

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
1. DES: Ability to design and project in different situations, effectively and efficiently with different agents involved in the process of design and industrial development.

2. DES: Ability to take decisions related to the graphic representation of concepts.

3. DES: Ability to apply specific methods, techniques and instruments for each form of technical drawing.

Transversal:
6. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.

7. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 2. Applying sustainability criteria and professional codes of conduct in the design and assessment of technological solutions.

8. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.

9. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.

10. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

11. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h
UNIT 1. Introduction to graphic design and visual communication

Description:
Introduction to graphic design and visual communication. The brand identity and branding

Specific objectives:
Understand the basic principles of graphic design and visual communication. Familiarize yourself with brand design. Know and use basic resources.

Related activities:
AV1: Visual identity creation project.

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h

UNIT 2. Design Project I and Editorial design

Description:
Introduction to Editorial Design
Print systems
Compositions and grid
Techniques and methodologies in the design project: The Brief and the moodboard

Specific objectives:
Understand the basic principles of Editorial Design
Know the different printing systems
Become familiar with the use of the compositional grid
Know and become familiar with the brief as a requirements document.
Become familiar with the use of the moodboard as an aesthetic definition technique

Related activities:
AV2: Editorial project

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h
UNIT 3. Image, Photography and Typography

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: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

UNIT 4. Design Project II, Advertising Design and Color

Description:
Introduction to advertising design.
Analysis of advertising channels.
Characteristics of the language.
Visual rhetoric.
Techniques and methodologies in the design project: The brand manual
Introduction to color
Properties of color
Color models
The psychology of color and how it is used in visual communication

Specific objectives:
Work digital resolutions.
Work on the adequacy of the language and the message with the target audience.
Know the brand manual as a design definition tool.
Know the tools for the treatment of color and the generation of effects through color.
Use of resources for the creation of color palettes and how to create a consistent color palette.

Related activities:
AV3: Generation of advertising pieces

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study : 6h
UNIT 5. Infographics and information synthesis

Description:
Introduction to infographics as a presentation system for a product.
Synthesis of information.

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.

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

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

UNIT 6. Semiotics and iconography

Description:
Introduction to semiotics and visual representation systems
Use of iconography as a communicative and synthesis element
Analysis of the characteristics and types of icons

Specific objectives:
Develop skills in the use of the vector trace
Use of iconographic resources for the creation of the message

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

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

UNIT 7. Design project III

Description:
Techniques and methodologies in the design project: Case Studies and Flow Diagram.

Specific objectives:
Identify the functions of an object and categorize them.
Draw the functional diagram of an object.
Identify cases of use of the object.

Related activities:
AV5: Interface design for the product

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study : 6h
UNIT 8. Design of product interfaces

Description:
Analysis of product interfaces and the elements that compose them.
Human - Product - Interaction: Interaction principles

Specific objectives:
Identify the controls and interaction elements of the products and justify their choice.
Know advanced tools: transformations to incorporate screen printing to the object.

Related activities:
AV5: Interface design for the product

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h

UNIT 9. The packaging as a communicational element of the product

Description:
Introduction to packaging as a communicative strategy for the product.
Analysis of the characteristics of the packaging and its link with the brand.

Specific objectives:
Identify the message / communicative intention of the packaging.
Know the elements that characterize a container or labeling.

Related activities:
AV6: Packaging and labeling design

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h

UNIT 10. Packaging design and gammes

Description:
Product labeling
Application of color, typography, reticle ... to packaging.
Creation of gammes

Specific objectives:
Develop the elements that characterize a container or label applying the knowledge acquired throughout the course.

Related activities:
AV6: Packaging and labeling design

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h
UNIT 11. Design project IIII

Description:
Techniques and methodologies in the design project: The benchmark and the analysis of market communication trends

Specific objectives:
Know the procedure to carry out a market study as the first point to define a communicative and visual strategy of a product.

Related activities:
PBL Integrated with the subject of Design and Product I

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h

UNIT 12. The experience of packaging

Description:
The experience through packaging
Packaging as an interactive element

Specific objectives:
Trace the experience that the packaging brings to the consumer.
Understand several ways to interact with the packaging.

Related activities:
PBL Integrated with the subject of Design and Product I

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h

UNIT 13. Trends in graphic design and creativity

Description:
Historical review of trends in the field of graphic design.
Analysis on the use of trends in visual communication.
Analysis of current trends in graphic design and communication.
Breaking the rules and thinking outside the box: case studies analysis.

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

Related activities:
PBL Integrated with the subject of Design and Product I

Full-or-part-time: 10h
Theory classes: 2h
Laboratory classes: 2h
Self study: 6h
# ACTIVITIES

<table>
<thead>
<tr>
<th>(ENG) PROVA PARCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
</tr>
<tr>
<td>Conducting a test that evaluates the contents included in the first partial.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
</tr>
<tr>
<td>Exercising in practice by adding a temporary component</td>
</tr>
<tr>
<td><strong>Material:</strong></td>
</tr>
<tr>
<td>The one suitable for the practice of the subject</td>
</tr>
<tr>
<td><strong>Delivery:</strong></td>
</tr>
<tr>
<td>Evaluable test</td>
</tr>
<tr>
<td><strong>Full-or-part-time:</strong> 3h</td>
</tr>
<tr>
<td>Theory classes: 3h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(ENG) PROVA FINAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
</tr>
<tr>
<td>Carry out a test that evaluates the contents included in the first and second partial.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
</tr>
<tr>
<td>Exercising in practice by adding a temporary component</td>
</tr>
<tr>
<td><strong>Material:</strong></td>
</tr>
<tr>
<td>The one suitable for the practice of the subject</td>
</tr>
<tr>
<td><strong>Delivery:</strong></td>
</tr>
<tr>
<td>Evaluable test</td>
</tr>
<tr>
<td><strong>Full-or-part-time:</strong> 3h</td>
</tr>
<tr>
<td>Theory classes: 3h</td>
</tr>
</tbody>
</table>

# 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:
- Activities and scheduled deliveries of the parties .............................................. ............. 50%
- First individual control .................................................................................................................................................. 15%
- Second individual control .................................................................................................................................................. 15%
- Report and oral presentation of a group work ................................................................................................. 20%

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.
BIBLIOGRAPHY

Basic: