340080 - DIGR-D5O17 - Graphic Design

Coordinating unit: 340 - EPSEVG - Vilanova i la Geltrú School of Engineering
Teaching unit: 340 - EPSEVG - Vilanova i la Geltrú School of Engineering
Academic year: 2018
Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits: 6
Teaching languages: Catalan

Teaching staff
Coordinator: Manel Lopez Membrilla
Others: Manel Lopez Membrilla, Sergi Bueno, Raquel Puerto

Degree competences to which the subject contributes

Specific:

Transversal:
1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.
2. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.
3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 3. Planning and using the information necessary for an academic assignment (a final thesis, for example) based on a critical appraisal of the information resources used.
4. 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.

Learning objectives of the subject

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 30h</th>
<th>20.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 0h</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>Hours small group: 30h</td>
<td>20.00%</td>
</tr>
<tr>
<td></td>
<td>Guided activities: 0h</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>Self study: 90h</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
Content

(ENG) 1. CONCEPTES BÀSICS DEL DISSENY GRÀFIC

Degree competences to which the content contributes:

Learning time: 150h
Theory classes: 30h
Laboratory classes: 30h
Self study: 90h

(ENG) 2. METODOLOGÍA DEL PROJECTE GRÀFIC

Degree competences to which the content contributes:

(ENG) 3. IDENTITAT VISUAL CORPORATIVA. MARCA I LOGOTIP

Degree competences to which the content contributes:

(ENG) 4. COMUNICACIÓ DE PRODUCTE I PROYECTE

Degree competences to which the content contributes:

(ENG) 5. DISSENY GRÀFIC EN ENVASOS I EMBALATGES

Degree competences to which the content contributes:

(ENG) -

Degree competences to which the content contributes:

Bibliography

Basic: