804223 - FDD - Design Basics

Degree competences to which the subject contributes

Specific:
4. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.
5. (ENG) Representar de forma esquemática i visual conceptes, idees i / o dades complexes a partir d'habilitats personals i referències externes, amb l'objectiu de transmetre atractiu, originalitat i creativitat.

Generic:
6. (ENG) Aplicar les tècniques de representació, concepció espacial, normalització i disseny assistit per ordinador; coneixement dels fonaments del disseny industrial.

Transversal:
1. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.
2. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
3. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

Teaching methodology

ENG

Learning objectives of the subject

. Make the proposed exercises applying the right methodology and design and typography procedures.
. Improve the images visualization with the image processing processes.
. Design graphic user interfaces.
. Understand the concepts involved and make the related exercises and practices to the graphic communication.
. Analyse and build images.
. Make the jobs in the right time, work with the right fonts according to the guides given by the teacher.
. Use strategies for preparing and make presentation speeches and reduct documents and texts with the right contents, well structured and a good level in the language usage.
. Recognise the own necessities of information and use the available services and collections for designing final jobs.
. Being able to identify the different parts of an academic document and organise the bibliography.
. Plan the speeches, and answer in a right way the questions relating the visual communication.

<table>
<thead>
<tr>
<th>Study load</th>
<th>Hours large group:</th>
<th>Hours medium group:</th>
<th>Hours small group:</th>
<th>Guided activities:</th>
<th>Self study:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total learning time: 150h</td>
<td>24h</td>
<td>16h</td>
<td>0h</td>
<td>20h</td>
<td>90h</td>
</tr>
<tr>
<td></td>
<td>16.00%</td>
<td>10.67%</td>
<td>0.00%</td>
<td>13.33%</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
### Content

**(ENG) Setmana 1: Design basics.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ENG) 1. Design definition</td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td>2. Design objectives.</td>
<td></td>
</tr>
<tr>
<td>3. Design purpose.</td>
<td></td>
</tr>
<tr>
<td>4. Art and design</td>
<td></td>
</tr>
<tr>
<td>5. Design workflow.</td>
<td></td>
</tr>
</tbody>
</table>

Rasterized image software.
- Vector based vs bitmap based.
- Working interface
  - b. Color options (RGB and CMYK)
  - c. Preferences.
  - d. Saving formats.
- Painting and editing tools.
  - Brush and pencil.
  - Keyboard fluidicity.
  - Customize brushes.
  - Customize patterns.
  - Gradients.
  - History.

**Related activities:**

P01 practice.
## (ENG) Week 2: Semiotics: its application to design.

**Description:**
1. Basics and constitutive elements.
2. The design process as a semiotic system of sense and communication.
3. Poethics and retoric of design.

Rasterized image software.
- Working with selections and new layers.
- Square selection.
- Lasso selection.
- Magic wand.
- Quick selection.
- Enhance selection.
- Customized selections.
- Selection Masks.

**Related activities:**
Practice P02.

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td>Guided activities: 3h</td>
</tr>
</tbody>
</table>

## Week 3: Posters and composition meanings.

**Description:**
Rasterized image software.
- Layers.
- Changing layer options.
- Create new layer.
- Overlay of layers.
- Layer selection.
- Layer Groups.
- Layer alignment.
- Layer filters.
- Channels.

**Related activities:**
Practice P3.

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>Guided activities: 2h</td>
</tr>
</tbody>
</table>
# Week 4: The shape

**Description:**
1. Tension and contrast.
2. Rhythm concept.
3. Size weight scale and proportion.

Rasterized image software.
* 3D objects.
* Interface 3D
* 3D materials
* 3D mesh
* Rotate move and scale.
* Lighting.
* Actions window.
* Customize actions.

**Related activities:**
- Practice P4.

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td>Guided activities: 3h</td>
</tr>
</tbody>
</table>

# (ENG) Setmana 5: Estructura del espai gràfic i jerarquies composites

**Description:**
2. Hierarchy.
3. Grid
4. Formal artistic tendencies.
   - Bauhaus
   - De Stijl

Rasterized image software.
* Synthetic images.

**Related activities:**
- Practice P5.

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>Guided activities: 2h</td>
</tr>
</tbody>
</table>
## Week 6: Typography

**Learning time:** 4h  
Theory classes: 2h  
Guided activities: 2h

### Description:
1. Typography anatomy.  
2. Families and styles.  
3. Differences.

Vector image based software.  
· Introduction to vector based illustration software.  
· Vector image vs rasterized image.  
· Working interface.  
· New document.  
· Color configuration.  
· Preferences.  
· Document size.  
· Page size.  
· Selection tools.  
· Basic shapes.  
· Options toolbar.  
· Combine objects.

### Related activities:
(ENG) Proposta pràctica d'exercicis P6.

## Week 7: Historic evolution of typography.

**Learning time:** 4h  
Theory classes: 2h  
Guided activities: 2h

### Description:
1. Families and properties.  
2. Text and character as artistic resources.

Vector based illustration software.  
· Group shapes.  
· Objects selection inside a group.  
· Basic transformations through toolbar and deformation tool.

### Related activities:
Practice P7.
## Week 8: Color perception

**Description:**
1. Color language.
2. Technics issues of the color.
3. Historic evolution of the color perception.

Vector based illustration software.
Text block format
- Format and alignment.
- Tabs usage.
- Styles, text block and character.
- Text stroke.

**Related activities:**
Practice P8.

## Week 9: Historic evolution of the visual composition.

**Description:**
1. Fit the typography to the role of the graphic project.
2. Readability.
3. Composition basics.

- Art Decó.
- Sweden design and International typography.
- Design Plus.
- Designers Republic.

Vector based illustration software.
Text placement.
- Text box connection.
- Text column distribution.
- Bring shape to text.
- Path alignment.

**Related activities:**
Practice P9.
### Week 10: Branding and positioning.

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Design purpose.</td>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>2. Product personality.</td>
<td>Guided activities: 2h</td>
</tr>
<tr>
<td>3. Seduction in design.</td>
<td></td>
</tr>
</tbody>
</table>

**Vector based illustration software.**

**Color pallete options.**
- Add custom colors.
- Modify existing color palletes.
- Using default gradients.
- 2 colors gradient.
- Gradients save.

**Related activities:**
Practice P10.

### Week 11: Visual identity

<table>
<thead>
<tr>
<th>Description:</th>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Visual identity.</td>
<td>Theory classes: 2h</td>
</tr>
<tr>
<td>2. Identity and image.</td>
<td>Guided activities: 2h</td>
</tr>
<tr>
<td>3. Sign Icon and brand.</td>
<td></td>
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<tr>
<td>4. Brand logo symbolism and color.</td>
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<tr>
<td>5. Subjects and strategies.</td>
<td></td>
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<tr>
<td>6. Basic construction of visual identity.</td>
<td></td>
</tr>
</tbody>
</table>

**Vector based illustration software.**

1. Pattern brushes.
2. Calligraphic brush strokes.
3. Spread brushes.
4. Artistic brushes.
5. Share custom brushes.
6. Smart guides.
7. Objects group.
8. Align.
9. Guides and rules alignment.
11. Align pallette.
12. Object position in the canvas.

**Related activities:**
Practice P11.
### Week 12: Design and society

<table>
<thead>
<tr>
<th>Description:</th>
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</thead>
<tbody>
<tr>
<td>1. Social and environmental responsibilities.</td>
</tr>
<tr>
<td>2. Translation of global design into local design.</td>
</tr>
<tr>
<td>3. How to rate the success of a design.</td>
</tr>
<tr>
<td>4. Cases of study of design in politics.</td>
</tr>
<tr>
<td>5. Design based innovation.</td>
</tr>
</tbody>
</table>

Vector based illustration software.  
- Import and insert.  
- Bitmaps.  
- Working with different bitmap formats.  
- Bitmap preparation.  
- Effects on bitmaps.  
- Cutmask.  
- Cutmask text.  
- Bitmap cutmask.

**Related activities:**  
Practice P12.

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
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</thead>
<tbody>
<tr>
<td>Theory classes: 2h</td>
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<tr>
<td>Guided activities: 2h</td>
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</tbody>
</table>

### Week 13: Trends

<table>
<thead>
<tr>
<th>Description:</th>
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<tbody>
<tr>
<td>1. Trends and authors of contemporary design.</td>
</tr>
<tr>
<td>2. Trends on persuasive communication.</td>
</tr>
<tr>
<td>3. Trends on informative communication.</td>
</tr>
<tr>
<td>4. Trends on identity communication.</td>
</tr>
</tbody>
</table>

Vector based illustration software.  
- Web use preparation.  
- New vector options for web use.  
- Links handling on illustration.  
- Image map creation.  
- Safe colors on web.

**Related activities:**  
Practice P13.

<table>
<thead>
<tr>
<th>Learning time: 2h</th>
</tr>
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<tbody>
<tr>
<td>Theory classes: 1h</td>
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<tr>
<td>Guided activities: 1h</td>
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</table>
### Planning of activities

<table>
<thead>
<tr>
<th>Practice</th>
<th>Hours</th>
<th>Self study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>P01: Design basics</strong></td>
<td>2h</td>
<td>2h</td>
</tr>
<tr>
<td><strong>P02: Semiotics</strong></td>
<td>4h</td>
<td>4h</td>
</tr>
<tr>
<td><strong>P03: Visual communication</strong></td>
<td>4h</td>
<td>4h</td>
</tr>
<tr>
<td><strong>P4 &amp; P5</strong></td>
<td>6h</td>
<td>6h</td>
</tr>
<tr>
<td><strong>P6 &amp; P7: Typography</strong></td>
<td>4h</td>
<td>4h</td>
</tr>
</tbody>
</table>

#### Description:
- **P01: Design basics**
  - Look for an interesting design of a poster or illustration and try to make the inverse engineering of the purpose and emotions handled by the illustration.

#### Specific objectives:
- Understanding the visual communication purposes.

- **P02: Semiotics**
  - Building and application icon or an application logo.

#### Specific objectives:
- Right handling of the symbolic language.

- **P03: Visual communication**
  - Creation of iconic shapes based on famous videogames characters.

#### Specific objectives:
- Develop abstraction abilities.

- **P4 & P5**
  - Analyse the shape principles applying to the creation of a strategy game board.

#### Specific objectives:
- Develop communication capacities of geometries and compositions.

- **P6 & P7: Typography**
  - Application of the typography knowledge to the gaming board of the practice P5.

#### Specific objectives:
- Apply the right typography to the theme of the visual message.
### Practice P8 & P9: COLOR

**Description:**
Color application in a card game representing in a right way all the powers involved: energy usage, attack, defense and legend.

**Hours:** 6h  
Self study: 6h

### Practice P10, P11, P12: Visual identity

**Description:**
Create a visual identity brand guide.

**Hours:** 6h  
Self study: 6h

### Practice P13: Design and society

**Description:**
Create a graphic message to share a specific subject following a defined study resource.

**Specific objectives:**
To have influence on observer's perception using visual communication basics.

**Hours:** 6h  
Self study: 6h
Bibliography

Basic:


Complementary:


Others resources: