

804223 - FDD - Design Basics

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre
Academic year:	2019
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory) BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Compulsory)
ECTS credits:	6
Teaching languages:	Catalan, Spanish, English

Teaching staff

Coordinator:	Eguía Gómez, José Luis
Others:	Oliver Montroig, Maria

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 esquemàtica 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.

Generical:

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 redact 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.

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- . 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.

Study load

Total learning time: 150h	Hours large group:	24h	16.00%
	Hours medium group:	16h	10.67%
	Hours small group:	0h	0.00%
	Guided activities:	20h	13.33%
	Self study:	90h	60.00%

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Content

(ENG) Setmana 1: Design basics.

Learning time: 4h

Theory classes: 4h

Description:

- (ENG) 1. Design definition
2. Design objectives.
3. Design purpose.
4. Art and design
5. Design workflow.

Rasterized image software.

- Vector based vs bitmap based.
- Working interface
 - a. New document.
 - 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.

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<p>(ENG) Week 2: Semiotics: its application to design.</p>	<p>Learning time: 4h Theory classes: 1h Guided activities: 3h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Basics and constitutive elements. 2. The design process as a semiotic system of sense and communication. 3. Poethics and retoric of design. <p>Rasterized image software.</p> <ul style="list-style-type: none"> · Working with selections and new layers. · Square selection. · Lasso selection. · Magic wand. · Quick selection. · Enhance selection. · Customized selections. · Selection Masks. <p>Related activities: Practice P02.</p>	
<p>Week 3: Posters and composition meanings.</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <p>Rasterized image software.</p> <ul style="list-style-type: none"> · Layers. · Changing layer options. · Create new layer. · Overlay of layers. · Layer selection. · Layer Groups. · Layer alignment. · Layer filters. · Channels. <p>Related activities: Practice P3.</p>	

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<p>Week 4: The shape</p>	<p>Learning time: 4h Theory classes: 1h Guided activities: 3h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Tension and contrast. 2. The rithm concept. 4. Size weight scale and proportion. <p>Rasterized image software.</p> <ul style="list-style-type: none"> · 3D objects. · Interface 3D · 3D materials · 3D mesh · Rotate move and scale. · Lighting. · Actions window. · Customize actions. <p>Related activities:</p> <p>Practice P4.</p>	
<p>(ENG) Setmana 5: Estructura del espai gràfic i jerarquies compositives</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Visual composition: Weight and direction. 2. Hierarchy. 3. Grid 4. Formal artistic tendences. <ol style="list-style-type: none"> a. Bauhaus c. De Stijl <p>Rasterized image software.</p> <ul style="list-style-type: none"> · Sinthetic images. <p>Related activities:</p> <p>Practice P5.</p>	

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<p>Week 6: Typography</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Typography anatomy. 2. Families and styles. 3. Differences. <p>Vector image based software.</p> <ul style="list-style-type: none"> · 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. <p>Related activities:</p> <p>(ENG) Proposta pràctica d'exercicis P6.</p>	
<p>Week 7: Historic evolution of typography.</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Families and properties. 2. Text and character as artistic resources. <p>Vector based illustration software.</p> <ul style="list-style-type: none"> · Group shapes. · Objects selection inside a group. · Basic transformations through toolbar and deformation tool. <p>Related activities:</p> <p>Practice P7.</p>	

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<p>Week 8: Color perception</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Color language. 2. Technics issues of the color. 3. Historic evolution of the color perception. 4. Color abstract symbolism. <p>Vector based illustration software. Text block format</p> <ul style="list-style-type: none"> · Format and alignment. · Tabs usage. · Styles, text block and character. · Text stroke. <p>Related activities: Practice P8.</p>	
<p>Week 9: Historic evolution of the visual composition.</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Fit the typography to the role of the graphic project. 2. Readability. 3. Composition basics. <ul style="list-style-type: none"> · Art Decó. · Sweden design and International typography. · Design Plus. · Designers Republic. <p>Vector based illustration software. Text placement.</p> <ul style="list-style-type: none"> · Text box connection. · Text column distribution. · Bring shape to text. · Path alignment. <p>Related activities: Practice P9.</p>	

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<p>Week 10: Branding and positioning.</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Design purpose 2. Product personality. 3. Seduction in design. <p>Vector based illustration software.</p> <p>Color pallete options.</p> <ul style="list-style-type: none"> · Add custom colors. · Modify existing color palletes. · Using default gradients. · 2 colors gradient. · Gradients save. <p>Related activities:</p> <p>Practice P10.</p>	
<p>Week 11: Visual identity</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Visual identity. 2. Identity and image. 3. Sign Icon and brand. 4. Brand logo symbolism and color. 5. Subjects and strategies. 6. Basic construction of visual identity. <p>Vector based illustration software.</p> <ol style="list-style-type: none"> 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. 10. Points adjustment. 11. Align palette. 12. Object position in the canvas. <p>Related activities:</p> <p>Practice P11.</p>	

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<p>Week 12: Design and society</p>	<p>Learning time: 4h Theory classes: 2h Guided activities: 2h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Social and environmental responsibilities. 2. Translation of global design into local design. 3. How to rate the success of a design. 4. Cases of study of design in politics. 5. Design based innovation. <p>Vector based illustration software.</p> <ul style="list-style-type: none"> · Import and insert. · Bitmaps. · Working with different bitmap formats. · Bitmap preparation. · Effects on bitmaps. · Cutmask. · Cutmask text. · Bitmap cutmask. <p>Related activities: Practice P12.</p>	
<p>Week 13: Trends</p>	<p>Learning time: 2h Theory classes: 1h Guided activities: 1h</p>
<p>Description:</p> <ol style="list-style-type: none"> 1. Trends and authors of contemporary design. 2. Trends on persuasive communication. 3. Trends on informative communication. 4. Trends on identity communication. <p>Vector based illustration software.</p> <ul style="list-style-type: none"> · Web use preparation. · New vector options for web use. · Links handling on illustration. · Image map creation. · Safe colors on web. <p>Related activities: Practice P13.</p>	

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Planning of activities

Practice P01: Design basics	Hours: 2h Self study: 2h
<p>Description: 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.</p> <p>Specific objectives: . Understanding the visual communication purposes.</p>	
Practice P02: Semiotics	Hours: 4h Self study: 4h
<p>Description: Building and application icon or an application logo.</p> <p>Specific objectives: . Right handling of the symbolic language</p>	
Practice P3: Visual communication	Hours: 4h Self study: 4h
<p>Description: Creation of iconic shapes based on famous videogames characters.</p> <p>Specific objectives: . Developpe abstraction habilities.</p>	
Practice P4 & P5	Hours: 6h Self study: 6h
<p>Description: Analyse the shape principles aplying to the creation of an strategy game board.</p> <p>Specific objectives: Developpe the communication capacities of geometries and compositions.</p>	
Practice P6 & P7: Typography.	Hours: 4h Self study: 4h
<p>Description: Application of the typography knowdlegements to the gaming board of the practice P5.</p> <p>Specific objectives: Aply the right typography to the theme of the visual message.</p>	

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Practice P8 & P9: COLOR	Hours: 6h Self study: 6h
<p>Description: Color application in a card game representing in a right way all the powers involved: energy usage, attack, defense and legend.</p>	
Practice P10, P11, P12: Visual identity	Hours: 6h Self study: 6h
<p>Description: Create a visual identity brand guide.</p>	
Practice P13: Design and society	Hours: 6h Self study: 6h
<p>Description: Create a grafic message to share an specific subject following a defined study resources.</p> <p>Specific objectives: To have influence on oberver's perception using visual communication basics.</p>	

Qualification system

ENG

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Bibliography

Basic:

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- Coles, Stephen. *The geometry of type: the anatomy of 100 essential typefaces*. Thames & Hudson, 2013. ISBN 9780500241424.
- Costa, Joan. *La imagen de marca: un fenómeno social*. Barcelona: Paidós, 2004. ISBN 9788449315312.
- Roberts, Lucienne. *Retículas: soluciones creativas para el diseñador gráfico*. Barcelona: Gustavo Gili, 2008. ISBN 9788425222634.
- Jardí, Enric. *Veintidós consejos sobre tipografía que algunos diseñadores jamás revelarán*. Barcelona: Actar, 2007. ISBN 9788496540910.
- Lupton, Ellen. *Pensar con tipos: una guía clave para estudiantes, diseñadores, editores y escritores*. Barcelona: Gustavo Gili, 2011. ISBN 9788425224461.
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- Hyland, A.; Bateman, S. *Símbolos*. Barcelona: Gustavo Gili, 2011. ISBN 9788425224010.
- Tornquist, Jorrit. *Color y luz: teoría y práctica*. Barcelona: Gustavo Gili, 2008. ISBN 9788425222177.
- Sherin, Aaris. *SustainAble: a handbook of materials and applications for graphic designers and their clients*. Rockport, 2008. ISBN 9781592534012.

Complementary:

- Corazón, Alberto; Vaquero, J. *Palabra e icono: signos*. Madrid: Real Academia de Bellas Artes de San Fernando, 2006. ISBN 9788496209770.
- Costa, Joan. *Diseñar para los ojos*. 2ª ed. Barcelona: Costa punto com, 2008. ISBN 9788461181377.
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- Chaves, Norberto. *La imagen corporativa: teoría y metodología de la identificación institucional*. 6ª ed. Barcelona: Gustavo Gili, 2001. ISBN 8425218594.
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- Pastoureau, Michel. *Diccionario de los colores*. Barcelona: Paidós, 2009. ISBN 9788449322396.
- Satué, Enric. *El diseño gráfico: desde los orígenes hasta nuestros días*. Madrid: Alianza, 1988. ISBN 8420670715.
- Zimmermann, Yves. *El arte es arte, el diseño es diseño*. Barcelona: Gustavo Gili, 2004.

Others resources: