

## 804323 - FDD-A - Design Fundamentals

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 DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)  
 ECTS credits: 6 Teaching languages: Catalan, Spanish

### Teaching staff

Coordinator: Eguia Gómez, Jose Luis

### Degree competences to which the subject contributes

#### Specific:

CEAAD 2. (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.

CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.

#### Transversal:

07 AAT. 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.

04 COE. 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.

06 URI. 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.

### Learning objectives of the subject

(ENG)

### Study load

Total learning time: 150h	Hours large group:	24h	16.00%
	Hours medium group:	22h	14.67%
	Hours small group:	0h	0.00%
	Guided activities:	14h	9.33%
	Self study:	90h	60.00%

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### Content

title english	Learning time: 10h Guided activities: 4h Self study : 6h
Description: content english	
title english	Learning time: 10h Guided activities: 4h Self study : 6h
Description: content english	
title english	Learning time: 10h Theory classes: 4h Self study : 6h
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title english	Learning time: 5h Guided activities: 2h Self study : 3h
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## 804323 - FDD-A - Design Fundamentals

### Planning of activities

name english	Hours: 4h Self study: 4h
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name english	Hours: 4h Self study: 4h
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name english	Hours: 4h Self study: 4h
name english	Hours: 4h Theory classes: 4h

### Bibliography

#### Basic:

- Arnheim, Rudolf. Arte y percepción visual: psicología del ojo creador: nueva versión. 2ª ed. Madrid: Alianza, 2002. ISBN 8420678740.
- Dondis, Donis A. La sintaxis de la imagen: introducción al alfabeto visual. Barcelona: Gustavo Gili, 1976. ISBN 842520609X.
- González, R.C.; Woods, R.E. Digital image processing. 3rd ed. Upper Saddle River, NJ: Pearson, 2010. ISBN 0132345633.
- Jardí, Enric. Veintidós consejos sobre tipografía que algunos diseñadores jamás revelarán. Barcelona: Actar, 2007. ISBN 9788496540910.
- Corazón, Alberto. Palabra e icono: signos. Madrid: Real Academia de Bellas Artes de San Fernando, 2006. ISBN 9788496209770.

#### Complementary:

- Munari, Bruno. Diseño y comunicación visual: contribución a una metodología didáctica. Barcelona: Gustavo Gili, 1985. ISBN 9788425212031.
- Frutiger, Adrian. Signos, símbolos, marcas, señales. Barcelona: Gustavo Gili, 1981. ISBN 8425220858.
- Satué, Enric. El diseño gráfico: desde los orígenes hasta nuestros días. Madrid: Alianza, 1988. ISBN 8420670715.
- Calavera, Anna (ed.). Arte y diseño. Barcelona: Gustavo Gili, 2003. ISBN 9788425215438.