# Course guide
# 804326 - DGRAF-A - Graphic Design

**Last modified:** 18/05/2026

**Unit in charge:** Image Processing and Multimedia Technology Centre
**Teaching unit:** 804 - CITM - Image Processing and Multimedia Technology Centre.

**Degree:** **Academic year:** 2026 **ECTS Credits:** 6.0
**Languages:** Spanish

## LECTURER

**Coordinating lecturer:** Trastamara Grau, Noemi De

**Others:**

## DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

**Specific:**
CEAAD 4. Have a command of the basics of lighting, photography and digital treatment to design and carry out artistic, audiovisual and animation products.
CEAAD 5. Apply graphic interface design methodologies in an interactive application based on usability and accessibility criteria, taking into account the audience and the various platforms to which it can be directed.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.

**Transversal:**
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.
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.

## TEACHING METHODOLOGY

La metodología impartida en esta asignatura pretende introducir una base sólida en el entorno gráfico, orientado a la identidad visual, aportar herramientas de trabajo, recursos gráficos i teóricos con el objetivo de crear un método de trabajo para que el alumno adquiera la capacidad de implementar un discurso gráfico en la creación de la identidad visual.

Las sesiones de clase se dividen en dos partes de actividad: 1. Parte descriptiva, donde el profesor hace una presentación de nuevos contenidos i describe los materiales (plan de trabajo, notas, presentaciones, enlaces y descripciones de ejercicios, etc.), que proporciona para trabajar durante la semana posterior. 2. Parte participativa en la que se desarrollan actividades como: a. Resolución de preguntas sobre los contenidos estudiados o ejercicios propuestos en la clase anterior. b. Explicación y defensa de los problemas resueltos. c. Debates o fórums de discusión sobre el contenido tratado en la clase anterior. d. Prueba de conocimientos sobre los contenidos teóricos impartidos en la clase anterior o los ejercicios en desarrollo.

## LEARNING OBJECTIVES OF THE SUBJECT

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## STUDY LOAD

| Type | Hours | Percentage |
|---|---|---|
| Self study | 90,0 | 60.00 |
| Guided activities | 14,0 | 9.33 |
| Hours medium group | 22,0 | 14.67 |
| Hours large group | 24,0 | 16.00 |

**Total learning time:** 150 h

## CONTENTS

### TEMA 1. Introducción a la Identidad Visual

**Description:**
1. Valores
2. Objetivos
3. Qué es un logotipo?
4. Variedades y formas
5. Briefing

**Related activities:**
Ejercicios propuestos en la práctica P01

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 2. Construcción de la Identidad Visual

**Description:**
1. Identidad corporativa versus imagen corporativa
2. Marca
3. Manual de estilos
4. Branding
5. Búsqueda
6. Técnicas de creación
7. Herramientas de trabajo

**Related activities:**
Ejercicios propuestos en la práctica P02

**Full-or-part-time:** 20h
Practical classes: 8h
Self study : 12h

### TEMA 3. Diseño Editorial

**Description:**
1. Papelería
2. Embalaje y diseño de producto
3. Características propias

**Related activities:**
Ejercicios propuestos en la práctica P03

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 4. Diseño Digital

**Description:**
1. Interficies gráficas
2. Características propias

**Related activities:**
Ejercicios propuestos en la práctica P04

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 5. Mensaje publicitario

**Description:**
1. Texto
2. Qué es un eslogan?
3. Funciones del texto

**Related activities:**
Ejercicios propuestos en la práctica P05

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 6. Pensar en imágenes

**Description:**
1. Fotografía y diseño
2. Técnicas creativas
3. Generadores de ideas
4. Herramientas de estudio

**Related activities:**
Ejercicios propuestos en las prácticas P06 y P07

**Full-or-part-time:** 20h
Practical classes: 8h
Self study : 12h

### TEMA 7. Estrategias de la comunicación

**Description:**
1. Márqueting de Guerrilla
2. Otras técnicas interactivas

**Related activities:**
Ejercicios propuestos en la práctica P08

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA8. Estrategias visuales

**Description:**
1. Técnicas visuales
2. Utilidades

**Related activities:**
Ejercicios propuestos en la práctica P10

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 9. Desarrollo y experimentación visual

**Description:**
1. Técnicas visuales
2. Dirección artística
3. Estrategias

**Related activities:**
Ejercicios propuestos en la práctica P11

**Full-or-part-time:** 10h
Practical classes: 4h
Self study : 6h

### TEMA 10. Diseñar una Identidad Visual

**Description:**
1. El proceso creativo
2. Implementación de herramientas creativas y de trabajo
3. Aplicación metodológica
4. Elaboración de una marca.

**Related activities:**
Ejercicios propuestos en la práctica P10

**Full-or-part-time:** 40h
Practical classes: 16h
Self study : 24h

## ACTIVITIES

### PRÁCTICA P01

**Description:**
Creación de un logotipo

**Material:**
Hoja de la práctica P01

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
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.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

### PRÁCTICA P02lish

**Description:**
Creación de una propuesta gráfica con morfología visual

**Material:**
Hoja de la práctica P02

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
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.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P03**

**Description:**
Propuesta gráfica en el entorno editorial

**Material:**
Hoja de la práctica P03

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
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.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P04**

**Description:**
Propuesta gràfica en el entorno digital

**Material:**
Hoja de la práctica P04

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
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 N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P05**

**Description:**
Creación de un eslógan o texto publicitario con soporte gráfico

**Material:**
Hoja de la práctica P05

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
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.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P06**

**Description:**
Crear una infografía basada en técnicas creativas

**Material:**
Hoja de la práctica P06

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
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.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P07**

**Description:**
Creación de un mensaje visual

**Material:**
Hoja de la práctica P07

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
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.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P08**

**Description:**
Crear una propuesta interactiva creativa

**Material:**
Hoja de la práctica P08

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 4. Have a command of the basics of lighting, photography and digital treatment to design and carry out artistic, audiovisual and animation products.
CEAAD 5. Apply graphic interface design methodologies in an interactive application based on usability and accessibility criteria, taking into account the audience and the various platforms to which it can be directed.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
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04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P09**

**Description:**
Trabajar con técnicas visuales

**Material:**
Hoja de la práctica P09

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
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.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P10**

**Description:**
Creación de un concepto visual

**Material:**
Hoja de la práctica P10

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
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.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

**PRÁCTICA P11**

**Description:**
Creación de una identidad visual

**Material:**
Hoja de la práctica P11

**Delivery:**
Carpeta correspondiente del aula de entrega del Campus CITM

**Related competencies :**
CEAAD 5. Apply graphic interface design methodologies in an interactive application based on usability and accessibility criteria, taking into account the audience and the various platforms to which it can be directed.
CEAAD 4. Have a command of the basics of lighting, photography and digital treatment to design and carry out artistic, audiovisual and animation products.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.
06 URI N1. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
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.
05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.

**Full-or-part-time:** 8h
Practical classes: 2h
Self study: 6h

## GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the **Action Framework for Academic Integrity in Assessment at the UPC**.

Exámenes parciales. 2 exámenes parciales con ponderación del 30% de la nota final de la asignatura.

Examen Final. Ponderación del 30% de la nota final de la asignatura.

Ejercicios y prácticas. Un total de 11 ejercicios con una ponderación del 30% de la nota final de la asignatura.

Participación y actitud de aprendizaje. La evaluación de la participación del alumno/a en las actividades formativas de la materia y la actitud de aprendizaje se evaluará mediante un seguimiento de las intervenciones y la proporción de ejercicios o prácticas presentados.. Esta evaluación corresponde al 10% de la nota final de la asignatura.

Los estudiantes que no superen la asignatura mediante la evaluación continua, tendrán la opción de presentarse al examen de reevaluación, la nota del cual substituirá a las notas de los exámenes parcials y el examen final (60% de la nota de la asignatura).

## EXAMINATION RULES.

Los estudiantes tendrán que dedicar tiempo de trabajo autónomo para realizar los ejercicios propuestos en clase. Se tienen que seguir las indicaciones proporcionadas en el documento de trabajo.

Una vez finalizado el ejercicio, se depositará en el aula de entrega correspondiente del Campus virtual y en la fecha correspondiente. Solamente se tendrán en cuenta aquellos ejercicios entregados antes de las 24.00 horas de la fecha límite.

La evaluación de los ejercicios no implica solamente su resolución, sino que también implica la defensa que se haga en clase y la realización de documentos relevantes.

Cualquier incidencia que no permita resolver el ejercicio en el plazo indicado tendrá que ser comunicada previamente al profesor/a. Con posterioridad a esta comunicación, y en función de las causas que motiven la no presentación del ejercicio, si éstas son justificadas se buscaran alternativas para completar la evaluación. También se considerarán justificadas las causas de la no-presentación de los ejercicios cuando sean comunicadas por la jefatura de estudios.

Los documentos tienen que ser resueltos siguiendo las instrucciones, especialmente en lo que hace referencia a la nomenclatura de los archivos. La correcta gestión de la documentación aportada es un aspecto a tener en cuenta en las competencias adquirir y será parte de la evaluación.

## BIBLIOGRAPHY

**Basic:**


- Maeda, John. Las leyes de la simplicidad: diseño, tecnología, negocios, vida. Barcelona: Gedisa, 2006. ISBN 9788497841597.
- Chaves, Norberto. La imagen corporativa: teoría y práctica de la indentificación institucional. Barcelona: Gustavo Gili, DL 2005. ISBN 8425220793.
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