

Course guide

340080 - DIGR - Graphic Design

Last modified: 19/05/2026

Unit in charge: Vilanova i la Geltrú School of Engineering
Teaching unit: 340 - EPSEVG - Vilanova i la Geltrú School of Engineering.

Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2009). (Compulsory subject).

Academic year: 2026 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: SERGI BUENO ARROYO

Others: Primer quadrimestre:
SERGI BUENO ARROYO - D5011, D5012, D5021, D5111, D5112

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. D21. Ability purchasing power to take decisions related to graphic representation of concepts.
2. D23. Knowledge of design and product TOPOLOGIA and its presentation.
3. D25. Ability to take decisions related to the product's and company's corporate identity.
4. D33. Knowledge of aesthetics.
5. D34. Knowledge of the historical evolution of products.
6. D36. Knowledge of art history.
7. D38. Ability to identify the language of forms, its values and relation with cultural surroundings.
8. D41. Control of tools related to design processes.
9. D43. Knowledge of design methodology.
10. D44. Knowledge of ANTROPOMETRIA.
11. D45. Knowledge of ergonomic of specific necessity.
12. D46. Ability to design packages and packaging.
13. D54. Ability to analyze, design and project in design workshops.
14. D58. Practical knowledge of industrial design methodology.
15. D61. Practical knowledge of product detail design.
16. G5. Mastery of rendering techniques, spatial design, standardization, computer-aided design, knowledge of fundamentals of industrial design.

TEACHING METHODOLOGY

- The subject will consist of theoretical sessions whose content will be linked to the practices that will be developed. These presentation sessions will introduce the theoretical bases of the subject, concepts, methods and results, illustrating them with convenient examples to facilitate their understanding.
- The practical classes will be based on laboratory based projects (lab based learning) focused on face-to-face sessions with exposition of concepts, techniques and procedures, combined with the resolution of exercises and practical work. Part of this learning will be cooperative and will be based on projects (project based cooperative learning), oriented to the realization of problems and projects evaluable in team.
- The transversal work of the course will be focused on the final project of the subject programmed to solve a problem or need of the real world. This work will collect most of the concepts covered during the course in both subjects.
- The projects involved in the course will be carried out in groups and individually for the study, preparation and implementation of projects. Students, independently will have to study in order to assimilate the concepts, solve the proposed exercises either manually or with the help of the computer.
- Use will be made of the tools of the ATENEA platform and other tools (web 2.0) hosted externally, in order to promote collaborative learning.

LEARNING OBJECTIVES OF THE SUBJECT

- Develop, systematize and structure the creative process.
- Introduce concepts, techniques and methodologies specific to the graphic design and communication sector.
- Know and practice the techniques of graphic representation as a means to encourage the expression and transmission of ideas in the processes of industrial design.
- Facilitate and enhance the capacity for analysis.
- Develop the ability to imagine, create and represent new product ideas based on graphic design.
- Develop the ability to visually perceive the environment through observation in order to interpret, imagine, create and represent using graphic language.
- Define and manage visual development projects.
- Provide knowledge and develop skills in order to apply the theory of color, typography, image and composition both in design and in the representation and final image of the product.
- Become familiar with and use the technical language of the graphic design sector.

STUDY LOAD

Type	Hours	Percentage
Hours small group	30,0	20.00
Hours large group	30,0	20.00
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

SUBJECT 1. Introduction to the graphic design and the visual communication.

Description:

Introduction to Graphic Design and Visual Communication.
Historical review of trends in the field of graphic design.
The graphic, a methodological resource for the planning of the Design Project

Specific objectives:

Understand the basic principles of Graphic Design and visual communication
Familiarize with graphic and communication methods.
Know and use the basic resources of Graphic Design.

Related activities:

Needs search project using the mindmap methodology.

Full-or-part-time: 10h

Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

SUBJECT 2. The Image

Description:

Introduction to image and photography.
The plans of the image.
The image as a communicative element.

Specific objectives:

Get acquainted with the image / photograph as an element of communicative content
Use image editing to integrate a product into a context.

Related activities:

Selection and commentary of an image

Full-or-part-time: 10h

Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

SUBJECT 3. Project of design 3D

Description:

Design of information aimed at data visualization.
Introduction to infographics.
Graphic language as a universal language.

Specific objectives:

Identify information relevant to the target audience and synthesize the message.
Organize information visually as a cross-cultural and persuasive tool.

Related activities:

Information project using the infographic resource.

Full-or-part-time: 10h

Theory classes: 2h
Laboratory classes: 2h
Self study : 6h

SUBJECT 4. The "system-packaging" (inspirational packaging).

Description:

The packaging discipline is a marketing area related to the product.
The characteristics of the packaging.
Packaging, a communication device.

Specific objectives:

Know and become familiar with the briefing as a requirements document.
Familiarize yourself with the use of moodboarding as an inspirational definition technique.
Identify packaging as a discipline that over the years has been documented and specialized exponentially in the generation of products.
Identify the growing demand for the immediacy and globalization of products, which require the most appropriate aesthetic and functional solutions for consumption.

Related activities:

Proposal project for a packaging.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

SUBJECT 5 And 6. The "system-packaging" (the Project).

Description:

The function of packaging; operational and communicative.
The technique and technology in the packaging solution.
CVP and Futuribles.

Specific objectives:

Know the complexity of the packaging project.
Identify the different functions contained in the packaging product.
Know the changes of materials and production techniques.

Related activities:

Functional proposal for a packaging project.

Full-or-part-time: 20h

Theory classes: 4h

Laboratory classes: 4h

Self study : 12h

SUBJECT 7. The "system-packaging" (interaction).

Description:

Communication in product / user interaction.
Market communication trends.
The experience through packaging.

Specific objectives:

Know the procedure to carry out a market study as the first point to define a communicative and visual strategy of a product.

Related activities:

Formal proposal for a packaging project.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

UNIT 8. Semiotic aspects in the visual representation.

Description:

Introduction to semiotics and visual representation systems.
Use of iconography as a communicative and synthetic element.
Analysis of the characteristics and typologies of icons.

Specific objectives:

Use iconographic resources to create messages.

Related activities:

Create a sequence of graphic use of the packaging project of the Subject.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

UNIT 9. Semiotic aspects in the visual representation (Symbol).

Description:

Introduction to semiotics and visual representation systems.
Use of iconography as a communicative and synthetic element.
Analysis of the characteristics and typologies of icons.

Specific objectives:

Use resources such as iconography to create messages.

Related activities:

Create a brand symbol for the subject project.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

SUBJECT 10. Semiotic aspects in the visual representation (Typography).

Description:

Introduction to typography and its characteristics.
The basics of typography.
Typographic fonts and their composition.

Specific objectives:

Use typography as an aesthetic and meaningful resource of the message.

Related activities:

Find an ideal typographic family for the subject project and argue it.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

UNIT 11. Semiotic aspects in the visual representation (Color).

Description:

Introduction and definition of color.
Color, an attribute of the object.
Color psychology.
Classification and nomenclatures according to their application.

Specific objectives:

Use color as a semiotic and aesthetic resource for the message.

Related activities:

Create a specific color palette for the visual image of the subject project.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

SUBJECT 12. Corporate identity.

Description:

Corporate Identity, a strategic goal of corporate culture.
Construction of the architecture of a Brand.

Specific objectives:

Study the brand as a mandatory and identity resource.

Related activities:

Create a brand for the subject project.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h



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Description:

SUBJECT 13. Editorial Design

Specific objectives:

Understand the basic principles of Editorial Design.
Familiarize yourself with the use of the compositional grid.

Related activities:

Create a compositional grid to document the project of the Subject.

Full-or-part-time: 10h

Theory classes: 2h

Laboratory classes: 2h

Self study : 6h

ACTIVITIES

Partial tests.

Description:

Completion of different tests that evaluate the contents included in the theory sessions and that form part of the total project of the Subject.

These tests are performed in groups of students.

Specific objectives:

Practice in practice by adding a temporary component.

Material:

Suitable for the practice of the subject.

Delivery:

The tests will be evaluable and will be carried out on time throughout the course.

Full-or-part-time: 3h

Laboratory classes: 3h

Final test

Description:

Completion of a project that includes the partial tests carried out throughout the course.

Specific objectives:

Practice in practice adding a temporary component and a collection of all the contents learned throughout the Subject.

Material:

Suitable for the practice of the subject.

Delivery:

The final project of the Subject will be delivered at the end of it.

Full-or-part-time: 10h

Laboratory classes: 10h

GRADING SYSTEM

A model of continuous assessment will be applied with the basic purpose of weighing both the autonomous work and the team work of the students.

The assessment of acquisition of knowledge, skills and abilities will be carried out from:

- Activities and scheduled deliveries of the parties 50%
- Report and oral presentation of the project in group 50%

For those students who meet the requirements and take the re-assessment exam, the grade of the re-assessment exam will replace the grades of all assessment acts that are face-to-face written tests (controls, partial exams and finals).

If the final grade after the re-assessment is lower than 5.0 it will replace the initial one only if it is higher.

If the final grade after the re-assessment is greater than or equal to 5.0, the final grade of the subject will be passed 5.0.

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RESOURCES

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