Course guide
320144 - DGC - Graphic Design and Communication

Last modified: 04/05/2025

Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 717 - DEGD - Department of Engineering Graphics and Design.

Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Compulsory subject).

Academic year: 2025 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Rosó Baltà Salvador

Others: Rosó Baltà Salvador

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CED20-DIDP. Ability to design and project in different environments of effective and efficient communication with the different agents involved in the industrial design and development process. (Specific technology module: industrial design).
CED21-DIDP. Ability to make decisions regarding the graphic representation of concepts. (Specific technology module: industrial design).
CED22-DIDP. Ability to apply specific methods, techniques and instruments for each form of technical representation. (Specific technology module: industrial design).
CED23-DIDP. Knowledge of design topology, products, and their presentation. (Specific technology module: industrial design).
CED24-DIDP. Ability to design taking into account the company's corporate image and its reflection in the product. (Common module to the industrial branch - Specific technology module: industrial design).
CED25-DIDP. Ability to make decisions related to the corporate image of the product and company. (Common module for the industrial branch - Specific technology module: industrial design).
CED26-DIDP. Knowledge of positioning and segmentation. (Common module for the industrial branch - Specific technology module: industrial design)

Generical:
CG03-DIDP. Contribution to the professional dimension a dimension of ethical and social responsibility, which involves raising awareness about the implications that professional activity has regarding human, social, cultural, economic, accessibility and environmental values.

Transversal:
CT06 N3. Self-directed learning - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

TEACHING METHODOLOGY

- The subject will consist of theoretical sessions which content will be linked to the project being worked on. In these exhibition sessions, the theoretical bases of the subject, concepts, methods and results will be introduced, illustrating them with convenient examples to facilitate their understanding.

- The practical classes will be based on laboratory-based projects focused on the presentation 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 accomplishment of problems and evaluable projects in team. The transversal work of the course will be focused on the PBL group work programmed jointly with the subject Design and Product I. This work will pick up the majority of concepts treated during the course in the two subjects.

- A part of the work that involves the subject will be carried out in an autonomous and individual way of studying, preparing and carrying out exercises. Students, independently, will have to study to assimilate the concepts, solve the exercises proposed either manually or with the help of the computer.

- Use of the tools of the ATENEA platform and other tools (web 2.0) hosted externally, in order to encourage collaborative learning.

LEARNING OBJECTIVES OF THE SUBJECT

- Develop, systematize and structure the creative process.
- Introduce concepts, techniques and methodologies of the graphic design and communication sector.
- Know and practice the techniques of graphic representation as a means to favor the expression and transmission of ideas in the
- industrial design processes.
- Facilitate and enhance the analysis capacity.
- Develop the ability to imagine, create and represent new product ideas based on graphic design.
- Develop the ability of visual perception of 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 to apply the theory of color, typography, image and composition both in the design and in the representation and the 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
Self study	90,0	60.00
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

TOPIC 1. Principles of graphic design

Description:
Graphic design and visual communication
Elements and principles of graphic design
Critical thinking and justification
Design methodologies I

Specific objectives:
Understand the basic principles of graphic design and visual communication
Know and use basic resources

Related activities:
Practice 1: Editorial layout

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 2. Editorial Design I

Description:
Editorial design
Composition and visual hierarchy
Typography
Grid
Design Methodologies II

Specific objectives:
Understand the basic principles of editorial design
Identify and justify which typography to use in each case
Typographic treatment, vectorization of text, paragraphs
To become familiar with the use of the compositional grid

Related activities:
Practice 1: Editorial layout

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 3. Editorial design II

Description:
Introduction to the image and photography
The plans of the image
The image as a communication element
Introduction to typography
Classifications and styles
Characteristics of typography
The use of typography as a communication element

Specific objectives:
Become familiar with the image / photography as an element of communicational content
Use the tools of photo editing and color correction
Use image editing to integrate a product in a context
Identify and justify what typography to use in each case
Typographic treatment, vectorization of the text, justification and other effects.

Related activities:
Practice 1: Editorial layout

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 4. Advertising design

Description:
Introduction to advertising design
Analysis of advertising channels
Characteristics of language and visual rhetoric
Introduction to color, color properties and color models
The psychology of color and how it is used in visual communication

Specific objectives:
To work on the adequacy of the language and message with the target audience
Knowing the tools for color treatment and the generation of effects through color
Use of resources for creating color palettes and how to create a consistent color palette

Related activities:
Practice 2: Generation of advertising pieces

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 5. Design of infographics

Description:
Infographics
Visual semiotics
Design methodologies III

Specific objectives:
Identify relevant information for the target audience and synthesize the message
Organize the information in a visual way to generate attraction in the reader
The storyboard as a communicational design tool

Related activities:
Practice 2: Generation of advertising pieces

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 6. Evolution of graphic design and trends

Description:
Historical review of trends in the field of graphic design
Analysis of current trends in graphic design and visual communication

Specific objectives:
Identify trends that characterize the current aesthetic current in the field of graphic design
Ways to encourage creative thinking

Related activities:
Practice 3: Generation of graphic elements for the presentation of an industrial product

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

UNIT 7. Design project III

Description:
Signage
Types of supports and signs
Maps, flows and circulation

Specific objectives:
Understand the principles of signage design
Use of graphic design resources and communication in sign design

Related activities:
Practice 3: Generation of graphic elements for the presentation of an industrial product

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 8. Packaging design

Description:
Packaging, brands and products.
Elements of packaging and label design
Design methodologies IV

Specific objectives:
Identify the message/communicative intent of packaging
To know the elements that characterize a package or label

Related activities:
Practice 4: Signage design for a complex

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 9. Packaging design II

Description:
Innovation in packaging
Personalized packaging, limited edition, interactive packaging, eco-packaging and reusable packaging
Manufacturing and printing methods II

Specific objectives:
Trace the experience that packaging brings to the consumer
Understand different ways of interacting with packaging

Related activities:
Practice 4: Signage design for a complex

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 10. Digital Interfaces

Description:
Design and elements of digital interfaces.
Compositional grid, responsive design and design by components or design systems.
Interaction and animation
Gamification
Design methodologies VI

Specific objectives:
Understand the principles of digital design and interactive interfaces
Understand the basics of usability and user-centered design
To understand the interface design process

Related activities:
PBL. Final project

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 11. Product interfaces

Description:
Principles of interface design
Usability, ergonomics and affordance
Types of control elements, signals and indicators
Task analysis and user testing
Design methodologies VI
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Specific objectives:
Identify product controls and interaction elements and justify their choice
Know advanced tools: transformations to incorporate silkscreen printing to the object

Related activities:
PBL. Final project

Full-or-part-time: 11h 30m
Theory classes: 2h
Laboratory classes: 2h
Self study : 7h 30m

TOPIC 12. Additional content

Description:
Additional and complementary content / Classroom-based activities

Related activities:
PBL. Final project

Full-or-part-time: 23h 30m
Theory classes: 8h
Laboratory classes: 8h
Self study : 7h 30m

GRADING SYSTEM

A continuous assessment model is applied with the aim of evaluating individual work, autonomous work, and teamwork by the students.
The assessment is divided into two main blocks:
• Exams (30%)
• Practical work, activities, and projects (70%)

The detailed weighting distribution is as follows:
- Midterm exam 15%
- Final exam 15%
- Practical work and activities 49%
- Final project 21%

Some practicals or assessable activities may be conducted in person during theory sessions. In such cases, students will be informed in advance with sufficient notice.
For students who meet the requirements and sit the re-assessment exam, the grade obtained in the re-assessment will replace the scores of all in-person written assessments (quizzes, midterms, and final exams), while the grades for practicals, assignments, projects, and presentations obtained during the course will remain unchanged.
If the final grade after re-assessment is below 5.0, it will only replace the original grade if it is higher. If the final grade after re-assessment is equal to or greater than 5.0, the final grade for the course will be a pass (5.0).

BIBLIOGRAPHY

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