



# Course guide

## 804323 - FDD-A - Design Fundamentals

Last modified: 05/07/2024

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

**Degree:** BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Compulsory subject).

**Academic year:** 2024    **ECTS Credits:** 6.0    **Languages:** Spanish

### LECTURER

**Coordinating lecturer:** Eguia Gómez, Jose Luis

**Others:**

### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

**Specific:**

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.

**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.

### TEACHING METHODOLOGY

### LEARNING OBJECTIVES OF THE SUBJECT

(ENG)

### STUDY LOAD

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

**Total learning time:** 150 h



## CONTENTS

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### title english

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

### title english

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

### title english

**Description:**

content english

**Full-or-part-time:** 10h

Theory classes: 4h

Self study : 6h

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**Description:**

content english

**Full-or-part-time:** 10h

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content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

**title english**

**Description:**

content english

**Full-or-part-time:** 5h

Guided activities: 2h

Self study : 3h

**title english**

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h



**title english**

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

**title english**

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

**title english**

**Description:**

content english

**Full-or-part-time:** 10h

Guided activities: 4h

Self study : 6h

## ACTIVITIES

**name english**

**Full-or-part-time:** 4h

Self study: 4h

**name english**

**Full-or-part-time:** 4h

Self study: 4h

**name english**

**Full-or-part-time:** 4h

Self study: 4h

**name english**

**Full-or-part-time:** 4h

Self study: 4h



name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Theory classes: 4h

name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Self study: 4h

name english

**Full-or-part-time:** 4h  
Theory classes: 4h

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## GRADING SYSTEM



## BIBLIOGRAPHY

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### 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.
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