



# 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

---

Class sessions are divided into two segments of activity:

Descriptive part, where the teacher introduces new content and describes the materials (work plan, notes, presentations, links, exercise statements, etc.) provided for work during the following week. (80% of the activity).

Participative part involving activities such as:

- a. Answering questions on studied content or proposed exercises from the previous session.
- b. Explanation and defense of solved problems.
- c. Debates or discussion forums on content covered in the previous class.
- d. Knowledge assessment on theoretical content covered in the previous class or ongoing exercises.

### LEARNING OBJECTIVES OF THE SUBJECT

---

- Demonstrate creativity in defining, creating, or adapting illustration style and graphic style suitable for the professional field of design, animation, and digital art.
- Demonstrate the ability to identify, differentiate, and name the illustration style and corresponding graphic style of each animation or audiovisual production.
- Ability to apply concepts, procedures, techniques, and technologies and software programs correctly to illustrate animation and digital art products.



## 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

### Week 1: Introduction to Design

**Description:**

1. Design Objectives.
2. Design Function.
3. Design and Art.
4. Design Methodology.

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

Guided activities: 4h

Self study : 6h

### Week 2: Semiotics and Study of Form and Color: Their Application in Design.

**Description:**

1. Fundamentals and constituent elements.
2. The design process as a semiotic system of meaning and communication.
3. Polysemy: Poetics and rhetoric of design.

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

Guided activities: 4h

Self study : 6h

### Week 3: Visual Alphabet

**Description:**

1. Semiotics in practice:
2. Example: Posters and symbolism.
3. Art Nouveau Poster
4. Hippie Poster

Vector illustration software

Using the layers palette.

Changing layer options.

Consolidating layers.

Organizing objects into separate layers.

Finding objects in a layer.

Applying transparency to an entire layer.

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

Theory classes: 4h

Self study : 6h



#### Week 4: The Form

**Description:**

1. Balance and tension.
  2. Rhythm.
  3. Contrast.
  4. Format, size, scale, and proportion.
- Vector illustration software

Control of selection tools.  
Selection via menu.  
Drawing basic shapes: circle, square, polygonal objects, lines.  
Options bar.  
Combining objects.

**Full-or-part-time:** 10h  
Guided activities: 4h  
Self study : 6h

#### Week 5: Graphic Space Structure and Compositional Hierarchies

**Description:**

Visual Composition: Weight and Direction.  
Hierarchy.  
The Grid.  
Influence of Formal Artistic Movements on Design.  
· Bauhaus: From Formal Modernism to Decorative Modernism.  
· Constructivism.  
· De Stijl.  
Vector Illustration Software  
Group and Ungroup Shapes.  
· Selecting Objects Within a Group.  
· Resizing, Rotating, and Shaping an Element with the Main Toolbar.  
· Resizing and Shaping an Element with the Scale Tool.

**Full-or-part-time:** 10h  
Guided activities: 4h  
Self study : 6h

#### Week 6: Typography as a Formal Element

**Description:**

Character.  
Anatomy of Typography.  
Style and Families.  
Distinguishing Features.  
Vector Illustration Software  
Text Formatting  
· Paragraph Formation and Alignment.  
· Use of Tabs.  
· Creation of Styles, Paragraph, and Character.  
· Creation of Text on a Path

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



### Week 7: Historical Evolution of Typography

**Description:**

1. Main Characteristics of Typeface Families.
2. The Most Significant Distinguishing Features of Typefaces.
3. Letters and Text as Artistic Resources.

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

Guided activities: 4h

Self study : 6h

### Week 8: Color and Color Perceptiontitle english

**Description:**

1. The Language of Color.
2. Technical Aspects of Color.

Vector Illustration Software

Working with Color Palette Options.

- Adding and Modifying Colors.
- Modifying Color Palettes.
- Using Preset Gradients.
- Creating a Two-Color Gradient.
- Saving Gradients as Swatches.

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

Guided activities: 4h

Self study : 6h

### Week 9: Color Perception

**Description:**

1. Historical Evolution of Color Perception.
2. Color as an Abstract Symbol.

Vector Illustration Software

- Use of Pattern Brushes.
- Creation of Calligraphic Brush Strokes.
- Scatter Brushes.
- Artistic Brushes.
- Sharing Custom Brushes.

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

Guided activities: 2h

Self study : 3h



## Week 10: Composition

### Description:

1. Adapting Typography to the Specifications of the Graphic Project.
2. Basic Rules of Legibility.
3. Basic Rules of Composition.

#### Vector Illustration Software

- Using Smart Guides.
- Grouping Objects.
- Aligning Objects.
- Aligning with Rulers and Guides.
- Adjusting Points.
- Using the Align Palette.
- Positioning Objects on the Artboard.

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

Guided activities: 4h

Self study : 6h

## Week 11: Historical Evolution of Composition

### Description:

Case Studies:

1. Swiss Design or International Typographic Style.
2. Design Plus.
3. Designers Republic.

#### Vector Illustration Software

- Importing or Linking Embedded Illustrations.
- Understanding Bitmap Images.
- Working with Bitmap Formats.
- Preparing Bitmaps.
- Applying Effects to Bitmaps.

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

Guided activities: 4h

Self study : 6h

## Semana 12: Design and Society

### Description:

1. Social and Environmental Responsibilities.
2. Translating Global Design into Local Contexts.
3. How to Measure Design Success.
4. Most Significant Manifestations of Political Design.

Innovation Based on Design.

#### Vector Illustration Software

- Editing a Clipping Mask.
- Using Text with a Mask.
- Clipping a Bitmap with a Mask.

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

Guided activities: 4h

Self study : 6h



### Semana 13: Trends

**Description:**

1. Trends, Authors, and Significant Contributions of Contemporary Graphic Design.
2. Trends in Persuasive Communication.
3. Trends in Informative Communication.
4. Trends in Identity Communication.

Vector Illustration Software

- How to Prepare an Illustration for the Web.
- Using New Vector Options for the Web.
- Linking Assignments with Illustrator.
- Creating Image Maps.
- Creating Web-Safe Colors.

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

Guided activities: 4h

Self study : 6h

## ACTIVITIES

### PRACTICE P01: INTRODUCTION TO DESIGN

**Description:**

Research and Analysis

**Specific objectives:**

- Researching and analyzing the profession of the designer through the work of professionals.
- Differentiating the fields, particularities, and main applications of graphic design.

**Material:**

Practice P01 Script.doc

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

Self study: 4h

### PRACTICE P02: SEMIOTICS: ITS APPLICATION IN DESIGN

**Description:**

Creating an icon for a mobile application

**Specific objectives:**

Using symbolic language to communicate messages and ideas.

**Material:**

Practice P02 Script.doc

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

Self study: 4h



### PRACTICE P03: VISUAL ALPHABET

**Description:**

Creating Iconic Shapes

**Specific objectives:**

Developing Abstract Thinking Skills

**Material:**

Practice P03 Script.doc

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

Self study: 4h

### PRACTICE P04: THE FORM

**Description:**

Creating a Poster

**Specific objectives:**

Analyzing the formal and functional characteristics of form.

**Material:**

Practice P04 Script.doc

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

Self study: 4h

### PRACTICE P05: STRUCTURE OF GRAPHIC SPACE AND COMPOSITIONAL HIERARCHIES

**Description:**

Analysis of principles related to form

**Specific objectives:**

Developing the communicative capacity of geometric shapes and compositions.

**Material:**

Practice Script P05.doc

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

Self study: 4h

### PRACTICE P06: TYPOGRAPHY AS A FORMAL ELEMENT

**Specific objectives:**

Analysis of the principles related to typography.

**Material:**

Practice Script P06.doc

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

Self study: 4h



### PRACTICE P07: HISTORICAL EVOLUTION OF TYPOGRAPHY

**Description:**

Creation of a poster using typography and geometric shapes.

**Specific objectives:**

Apply the most suitable typographic style according to the theme.

**Material:**

Practice Script P07.doc

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

Theory classes: 4h

### PRACTICE P08: COLOR

**Description:**

Application of color in the previous poster to reinforce the message

**Specific objectives:**

Analysis of the principles related to color

**Material:**

Practice Script P08.doc

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

Self study: 4h

### name english

**Description:**

Construct a message using color as the primary element and geometric shapes and fonts as secondary elements within a particular graphic style.

**Specific objectives:**

To create a message using color as the primary element and geometric shapes and typography as secondary elements within a specific graphic style.

**Material:**

Practice Script P09.doc

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

Self study: 4h

### PRACTICE P10: COMPOSITION

**Description:**

Compose a magazine prioritizing readability and adapting typography to project specifications

**Specific objectives:**

Analysis of the principles related to composition

**Material:**

Practice Script P10.doc

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

Self study: 4h





#### name english

**Description:**

Work rhythm in a magazine layout, prioritizing readability.

**Specific objectives:**

Practical application of graphic principles in a case study.

**Material:**

Practice Script P11.doc

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

Self study: 4h

#### name english

**Description:**

Create a graphic message that invites us to think about a specific topic, following the resources used in a particular study.

**Specific objectives:**

Act on the user's perception through control of graphic design principles.

Exercise the designer's ability to adapt to the needs of a study.

**Material:**

Practice Script P12.doc

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

Theory classes: 4h

## GRADING SYSTEM

---

Practical exercises weighted at 30% of the final grade for the course.

Total: 30%

2 Mid-term exams, each weighted at 15% of the final grade for the course.

Total: 30%

One Final exam weighted at 30% of the final grade for the course.

Generic competencies

Evaluation of generic competencies weighted at 10% of the final grade for the course.

Students who fail due to the curriculum assessment will have the option to take the re-evaluation exam. The grade from this exam will replace the grades of the mid-term and final exams. If the course is passed, the maximum final grade achievable will be a 5.

Review and/or appeals regarding exams will be conducted exclusively on dates and times established in the academic calendar, upon request by the student to the professor.



## EXAMINATION RULES.

---

### Exercises

Students are required to dedicate autonomous work time (outside of class hours) to complete the exercises. They should follow the instructions provided in the work document.

Once completed, the exercise should be submitted on the Virtual Campus under the classroom delivery section by the specified date. Only exercises submitted before 24:00 on the deadline will be considered for evaluation.

Evaluation of the exercises involves not only solving them but also defending the results and preparing relevant documents.

Any issue preventing the completion of an exercise within the indicated deadline must be communicated in advance to the teacher. Following this communication, and depending on the justified reasons for non-submission, alternatives will be found to complete the evaluation. Justified reasons for non-submission of exercises communicated by the administration will also be considered valid.

Documents must be completed following the instructions, especially regarding file names. Proper management of the provided documentation is a component of the skills to be acquired and is part of the evaluation.

## 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.