

Course guide

804326 - DGRAF-A - Graphic Design

Last modified: 25/04/2024

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: 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 INFORMATION 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 fóruns 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. Márketing 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

Self study: 6h

Practical classes: 2h

PRÁCTICA P02

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

Self study: 6h

Practical classes: 2h



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 INFORMATION 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

Self study: 6h

Practical classes: 2h

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 INFORMATION 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

Self study: 6h

Practical classes: 2h



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 INFORMATION 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

Self study: 6h

Practical classes: 2h

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 INFORMATION 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

Self study: 6h

Practical classes: 2h



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 INFORMATION 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

Self study: 6h

Practical classes: 2h

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

Self study: 6h

Practical classes: 2h



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 INFORMATION 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

Self study: 6h

Practical classes: 2h

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 INFORMATION 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

Self study: 6h

Practical classes: 2h



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.

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06 URI N1. EFFECTIVE USE OF INFORMATION 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.

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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

Self study: 6h

Practical classes: 2h

GRADING SYSTEM

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 parciales 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 buscarán 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.
- Clark, Nick. Cómo combinar y elegir colores para el diseño gráfico. Barcelona: Gustavo Gili, 1991.
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- Eiseman, Leatrice; Recker, Keith. Un siglo de arte en color. Barcelona: Random House Mondadori, 2011.
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- Freeman, Michael. El ojo del fotógrafo: composición y diseño para crear mejores fotografías digitales. Barcelona: Blume, 2009. ISBN 9788480768436.
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- Sherin, Aaris. SustainAble: a handbook of materials and applications for graphic designers and their clients. Rockport, 2008. ISBN 9781592534012.
- Wheeler, Alina. Diseño de marcas. Madrid: Anaya Multimedia, 2014. ISBN 9788441534537.
- Ambrose, Gavin; Harris, Paul. Layout. 2ª ed. Barcelona: Parramón, 2013.
- Eco, Umberto. Los límites de la interpretación. Barcelona: Lumen, 1992.
- Lieser, Wolf. Arte digital. Königswinter: Ullmann Publishing, 2009.
- March, Marion. Tipografía creativa!. 3a ed. Barcelona [etc.]: Gustavo Gili, 1994. ISBN 8425214076.
- Mirzoeff, Nicholas. Una introducción a la cultura visual. Barcelona: Paidós, 2003. ISBN 9788449313905.