

## 25133 - Graphic Design Workshop II

### Información del Plan Docente

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	301 - Facultad de Ciencias Sociales y Humanas
<b>Degree</b>	278 - Degree in Fine Arts
<b>ECTS</b>	8.0
<b>Year</b>	4
<b>Semester</b>	Annual
<b>Subject Type</b>	Optional
<b>Module</b>	---

### 1.General information

#### 1.1.Introduction

#### 1.2.Recommendations to take this course

*Taller de Diseño gráfico II* (Graphic Design Workshop II), incorporates the most current knowledge and applications in graphic design: new technologies and multimedia designs. Also opens a perspective to the development of creative identity and towards research in Graphic Design.

*Taller de Diseño gráfico II* (Graphic Design Workshop II), brings the skills and expertise of topical, which will enable you to one of the professional opportunities with the highest degree of employability of graduates in Fine Arts:

- Working in graphic design agencies as an illustrator or graphic designer, advertising companies, publishers, press, freelance designer or director of his own design company, art directors, coordinators edition museums and cultural institutions, media companies, producing creating graphics or credit, advertising design and in a much broader context to digital art.

- In addition, within the artistic context, students of Fine afternoon arts or later need to call upon the knowledge of graphic design, or for presenting projects or reports, design their own catalogs, posters and invitations to exhibitions or require the knowledge to ask a designer to know what you need.

#### Employability

- Business. By consolidating the Degree in Fine Arts and various projects and activities Teaching Innovation, design firms and advertising videogame contact with faculty and students regularly asking graduates of recent courses. The best students of this course conduct interviews throughout the course.

- Research groups at the University of Zaragoza. Various research groups in engineering and humanities students applying to the subjects of graphic design to collaborate on projects, both as a research initiation scholarship students.

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### 1.3.Context and importance of this course in the degree

### 1.4.Activities and key dates

- Graphic design exercises following explained in class fortnightly delivery.
- Exercises reflection, or bibliographic documentation delivery day.

In laboratory classes develop practical work to acquire basic graphic design skills under the guidance of the teacher.

## 2.Learning goals

### 2.1.Learning goals

### 2.2.Importance of learning goals

## 3.Aims of the course and competences

### 3.1.Aims of the course

### 3.2.Competences

## 4.Assessment (1st and 2nd call)

### 4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

## 5.Methodology, learning tasks, syllabus and resources

### 5.1.Methodological overview

#### Methodology

\*Practical classes:

- Supervised independent work.
- Case studies / analysis of contexts
- Continuous assessment activities. Methodology:

\* Initial proposal exercise + Lecture + Practical sessions: brainstorming, sketching, sharing practices Explanations + software + Delivery: group correction.

Workshops acquisition or creative, compositional, illustrative resources. 1 session class.

\* **Field work:**

- Teaching centers, museums, publishing houses, graphic design firms or trade visits.
- Visit the wording of *Diario de Teruel* . Visit printers. Visit to graphic design firms.
- Visits to exhibitions or publications design, lounge comic, drawing samples or artwork and art in general.
- Attendance at conferences or Graphic Design, Illustration and Typography.
- Invitation or teachers, professionals and experts to the class that can bring wealth of professional experience and dialogue with the student.

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\* **Seminar. Reflections, comments, sharing.**

\* **Group tutorials.**

\* **Master class:**

- Theoretical class or with the specific contents of the subject.
- All activities, regardless of its method will lead to the realization of an exercise evaluable.

### 5.2.Learning tasks

### 5.3.Syllabus

1. Presentation

a. Presentation of the subject

b. Evaluation systems

c. Teacher presentation

d. Presentation of the Bibliography

2. Theory of Graphic Design II

a. From the 60s to today

b. Current graphic designers. Trends.

c. And influences changes in the business environment and socioeconomic

d. Text analysis for a conceptualization of Graphic Design

3. Personal Portfolio designer and analog / digital illustrator

a. Curriculum vitae. Content writing, organization and strategies.

b. The portfolio as a tool for broadcast graphics projects in the workplace.

c. Aimed at creating an online platform for the dissemination of the artist's work, design, illustration, etc.

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d. Examples

e. Design own brand

4. The designer and entrepreneur.

a. Encounters with graphic design firms and advertising.

5. Design projects, reports and presentations.

a. Review the TFG to address the issue of graphic design, illustration, book, etc., in the degree.

b. Conceptualisation. Mind Maps and presentation of ideas.

c. Resources for binding reports and projects.

d. Layout resources projects, reports and catalogs.

6. artistic and graphic design project. Design regarded as one of the Fine Arts

a. Graphic design processes

b. Graphic design as work

i. Design, Art and Technology

ii. Design and public space

iii. graphic design and screen printing

7. Research design. New perspectives.

8. Editorial design Multimedia

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9. design digital book

- a. types
- b. Design possibilities
- c. Book concept
- d. creative project

10. Graphic Design in press with incorporation of multimedia technology

- a. Types
- b. Design possibilities: Press analysis design and illustration.
- c. Workshop Workshop creative concepts + resources + Animation Workshop

11. Game Design. Videogame Design

- a. Design. types
- b. Methodology
- c. structuring
- d. Technology without programming

12. Design in the audiovisual field:

- a. Credit Titles: Saul Bass.
- b. digital graphics, headers, bumpers, etc.

13. Branding. Brand image and product. Teamwork.

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14. Señalética.

15. Graphic Design Apps

a. Basic for creating Apps in the Apple environment (iPhone and iPad) issues.

b. Examples and guided from various types of mobile applications practices

**5.4.Course planning and calendar**

**5.5.Bibliography and recommended resources**