Universidad Zaragoza

25330 - Designing and editing printed publications

Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Year	3
Semester	Second Four-month period
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

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

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Syllabus

The syllabus covers the following topics:

1. THE IMPORTANCE OF DESIGN, Searching for definition. Presentation of the concept and of the curriculum.

2. GRAPHIC DESIGN AND THE JOURNALISTIC VARIANT. Journalistic design. Criteria of balance. Design elements. Composition.

3. GLOSSARY OF TERMS. Heading, headline, capital letter, body, family, column rule, widow line, sidebar...

4. TYPOGRAPHY. From the alphabet tradition to digital self-publishing. Typographic families. Typographic features. Graphic morphology of the text "type" and/or block.

5. COVER AND SECTIONS. The design of the various pages of the publication.

5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (http://academico.unizar.es/calendario-academico/calendario) and the website of the Faculty of Philosophy and Arts (*Schedule* of *classes* :
https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases; Examination schedule:
https://fyl.unizar.es/calendario-de-examenes#overlay-context=)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Zorrilla Ruiz, Jesús. Introducción al diseño periodístico / Jesús Zorrilla Ruiz. Pamplona : EUNSA, 2006