25122 - Introduction to Design

Información del Plan Docente

Academic Year	2018/19
Subject	25122 - Introduction to Design
Faculty / School	301 - Facultad de Ciencias Sociales y Humanas
Degree	278 - Degree in Fine Arts
ECTS	6.0
Year	2
Semester	First Four-month period
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

4.2.Learning tasks

4.3.Syllabus

CROSS CONTENTS

Design Tools I:

25122 - Introduction to Design

Design elements: creativity, typography, symbols and images.

Project methodology: briefing / contrabriefing

creative process

Teamwork

Design Tools II:

Hand tools for drawing and illustration: drawing, lettering, color, photography.

Software: Adobe Illustrator (panoramic tour), Adobe Photoshop (start from zero level), image digitization, typography, Adobe Acrobat.

PROGRAM

1. Historical tour for graphic design.

a. Precursors of graphic design.

b. graphic designers and illustrators today.

2. The logo

a. Guidelines for simplicity: The seal.

3. Workshop of graphic resources: cover books.

a. Illustration of Letters

b. Illustration of concepts

4. The poster.

4.4.Course planning and calendar

4.5.Bibliography and recommended resources