

## 25133 - Graphic Design Workshop II

### Syllabus Information

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**Academic Year:** 2019/20

**Subject:** 25133 - Graphic Design Workshop II

**Faculty / School:** 301 -

**Degree:** 278 - Degree in Fine Arts

**ECTS:** 8.0

**Year:** 4

**Semester:** Annual

**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

*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.

## 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

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as practice sessions, field work, workshops, lectures, seminars, autonomous work, assignments and group tutorials.

#### 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.

? **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.

? **Teacher innovation projects**

### 4.2. Learning tasks

The course includes the following learning tasks:

- **Practice sessions.** Students do supervised autonomous work, case studies / analysis of contexts, and other continuous assessment activities. The methodology used follows this structure:
  - Initial proposed exercise + Lecture + Practice sessions: brainstorming, sketching, sharing practices. Explanations + software + Submission: group correction.
  - Workshop acquisition, or creative, compositional, illustrative resources (1 class session).
- **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 to conferences or Graphic Design, Illustration and Typography.
  - Invitation of teachers, professionals and experts to the class who can share their professional experience with the student.
- **Seminars. Reflections, comments, sharing.**
- **Group tutorials.**
- **Lectures.** Theoretical class dealing with the specific course contents.

\* All the learning tasks and activities, regardless of its methodology, will end up with an evaluable assignment.

## 4.3.Syllabus

The course will address the following topics:

### Topic 1. Presentation

- a. Presentation of the course
- b. Evaluation system
- c. Teacher presentation
- d. Presentation of the Bibliography

### Topic 2. Theory of Graphic Design II

- a. From the 60s to today
- b. Current graphic designers. Trends.
- c. Influential changes in the business and socioeconomic environment
- d. Text analysis for a conceptualization of Graphic Design

### Topic 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.
- d. Examples
- e. Design of the own brand

### Topic 4. The designer and entrepreneur.

- a. Encounters with graphic design firms and advertising.

### Topic 5. Design projects, reports and presentations.

- a. Review the TFG (undergraduate dissertation) to address the issue of graphic design, illustration, book, etc., in the degree.
- b. Conceptualization. Mind Maps and presentation of ideas.
- c. Resources for binding reports and projects.
- d. Layout resource projects, reports and catalogs.

### Topic 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

### Topic 7. Research design. New perspectives.

### Topic 8. Editorial design Multimedia.

### Topic 9. Design digital book.

- a. Types
- b. Design possibilities
- c. Book concept
- d. Creative project

### Topic 10. Graphic Design in press with incorporation of multimedia technology

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

### Topic 11. Game Design. Videogame Design

- a. Design. Types
- b. Methodology
- c. Structure
- d. Technology without programming

Topic 12. Design in the audiovisual field:

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

Topic 13. Branding. Brand image and product. Teamwork.

Topic 14. "Señalética"

Topic 15. Graphic Design Apps

- a. Basics for creating Apps in the Apple environment (iPhone and iPad).
- b. Examples and guides from various types of mobile applications practices.

#### 4.4. Course planning and calendar

##### Provisional course planning

- Graphic design exercises based on class explanations. Submission every fortnight.
- Reflection Exercises or bibliographic documentation exercises. Submission in the same day.
- In practice sessions, practical work and assignments take place for students to acquire the basic graphic design skills under the supervision of the teacher.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Ciencias Sociales y Humanas" website: [fcs.h.unizar.es](http://fcs.h.unizar.es)

#### 4.5. Bibliography and recommended resources

##### Enlaces de internet

Idd. Lecciones de diseño

<https://proyectoidd.wordpress.com/>

##### AUTORES

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##### Tipografía

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## PORTFOLIO

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KLEON, Austin; *Aprende a promocionar tu trabajo*, Gustavo Gili, 2016.

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