

25330 - Designing and editing printed publications

Syllabus Information

Academic Year: 2020/21

Subject: 25330 - Designing and editing printed publications

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.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

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.
- Assessment tasks.

4.3.Syllabus

The course will address the following topics:

- Topic 1. THE IMPORTANCE OF DESIGN, Searching for definition. Presentation of the concept and of the curriculum.
- Topic 2. GRAPHIC DESIGN AND THE JOURNALISTIC VARIANT. Journalistic design. Criteria of balance. Design elements. Composition.

- Topic 3. GLOSSARY OF TERMS. Heading, headline, capital letter, body, family, column rule, widow line, sidebar...
- Topic 4. TYPOGRAPHY. From the alphabet tradition to digital self-publishing. Typographic families. Typographic features. Graphic morphology of the text ?type? and/or block.
- Topic 5. COVER AND SECTIONS. The design of the various pages of the publication.

4.4.Course planning and calendar

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 Filosofía y Letras website <https://fyl.unizar.es/>

4.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

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