

Academic Year/course: 2021/22

25122 - Introduction to Design

Syllabus Information

Academic Year: 2021/22

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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.3. Syllabus

The course will address the following topics:

SECTION 1. CROSS CONTENTS

- Design Tools I:
 - Design elements: creativity, typography, symbols and images.
 - Project methodology: briefing / contrabriefing
 - Creative process
 - Teamwork
- Design Tools II:
 - Traditional 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.

SECTION 2. CONTENTS

Topic 1. Historical tour for graphic design.

- a. Precursors of graphic design.
- b. Graphic designers and illustrators today.

Topic 2. The logo

- a. Guidelines for simplicity: The seal.

Topic 3. Workshop of graphic resources: cover books.

- a. Illustration of Letters

- b. Illustration of concepts

Topic 4. The poster.

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 Ciencias Sociales y Humanas" website: fcs.h.unizar.es