

Academic Year/course: 2022/23

25122 - Introduction to Design

Syllabus Information

Academic Year: 2022/23

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

4.1. Methodological overview

The learning process designed for this course is based on the following:

Two methodological lines articulated around units defined by the approach of project-type activities are contemplated:

1. Approach to design theory and its cultural impact through the critical analysis of the main sources.
2. Knowledge of the different areas of professional application of design through the work on practical assumptions and the initiation to its main tools and techniques.

In any case, the course will include:

- face-to-face classes in which activities will be developed focused on both the theoretical exposition of the main contents of the program and the practical approach of the same through brief application exercises, problem solving and case studies. These activities will be supported by the projection of images and demonstrations of software use.
- Practical exercises of the project type that will constitute the major part of the student's autonomous work, with the support of the class notes and the use of the bibliography.
- classroom sessions in workshop format that will complement the realization of project-type practical exercises, encouraging group work.
- specific face-to-face sessions in which exercises will be developed and problems related to the use of computer tools and specific software will be solved.
- reading and commentary of complementary texts.
- eventual participation in seminars, conferences and visits to events, companies or institutions of special interest related to design.

Part of the learning will require the use of computer media.

The monitoring and assessment, review, revision and permanent updating of exercises, problems and projects correspond to the tutoring work.

4.2. Learning tasks

The program offered to the student to help him/her achieve the expected results includes the following activities....

1. **Theoretical-practical exposition** of the main contents from presentations supported by the projection of images and demonstrations of the use of software that will entail brief practical exercises.
2. **Carrying out of a project type exercise.** The main techniques and procedures applicable to the definition and generation of design concepts (briefing, scenarios, sketches and concept panels, among others) will be addressed. Specific consideration will be given to the importance of user participation in the design process. This activity will be developed both face-to-face, in the form of workshop work, and non-face-to-face.
3. Carrying out a project-type exercise. **Messages.** Proposal of a printed graphic communication element. This activity deals mainly with graphic design and visual communication in its different applications (editorial, advertising, packaging, among others). The main techniques, procedures and tools of edition and layout will be approached, considering the characteristics of the graphic industry. The relationship between design and artistic expression will be taken into account. This activity will be developed both face-to-face, in the form of workshop work, and off-site.
4. Carrying out a project-type exercise. **Identities.** Proposal of basic identifiers of an institution or corporation. This activity deals mainly with graphic design applied to institutional or corporate visual identity. The main techniques and elementary procedures applicable to the definition and generation of identifiers and brands will be addressed. At the same time, fundamental guidelines will be proposed for vector drawing work and the knowledge and adequate use of typography. The relationship between communication and marketing will be considered. This activity will be developed both on-site, in the form of workshop work, and off-site.
5. Study activities and complementary readings.

4.3. Syllabus

1. Nature and purpose of design. Areas of specialization. Historical aspects of design. Design, form and function. The design project.
2. The design process. Models. Phases. Briefing. Concept development. Detailed design. Models and prototypes. Design and marketing. General aspects.
3. Design problems. Design methods. Creative methods. Systematic methods.
4. Graphic design. Historical aspects. Current panorama. Fields of application. Typology of graphic production.
5. The graphic message and its structure. Formats. Grids.
6. Introduction to typography. Essential aspects. Typographic composition. Graphic elements. Use of color. Final arts.
7. Computer tools for illustration, graphic treatment and edition. Fundamentals. Basic operations and techniques.
8. Identity and visual image. Brand. Logotype. The identity manual. Case studies and application.
9. Advertising design. Posters. Brochures and leaflets. Catalogs. Case studies and application.
10. Editorial design. Packaging design. General aspects. Other graphic applications.
11. Design and culture. Art and design. Aesthetics of design. Obsolescence, taste and fashion. Design and profession.

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: fsh.unizar.es

The following list details by sessions, concisely and as a guideline, the activities that will be developed throughout the course.

- 1.- Workshop and autonomous work activities to be delivered every two weeks.
- 2.- Classroom activities.
- 3.- Activities for the learning of software.
- 4.- Teaching visits, seminars, exhibitions and others.

The activities are broken down in the annual program as follows (their order or duration can be flexible depending on the educational needs):

1st Week: Simplification and schematization. Colors. Illustration of self-portrait in 2 flat colors and in B&W. Classroom work and autonomous work.

2nd week: Logo design. Exercises of learning of Illustrator program. Classroom work and independent work.

3rd Week: Logo design. Proposal. Classroom work and independent work.

4th week: Poster design. Search for graphic references. Autonomous work. Learning Adobe Illustrator program classroom work.

5th Week: Typographies. Work with the program illustrator. Classroom work and autonomous work.

6th Week: Treatment of the images illustration with Adobe Illustrator and Adobe Photoshop. Exercises of learning. Classroom work and autonomous work.

7th Week: Poster design. Classroom work and autonomous work.

8th week: Design of triptych / diptych / foldout. References. Work with the program adobe illustrator. Classroom work and independent work.

9th Week: Design of triptych /diptych/ foldout. Final arts.

10th Week: Design of animated banner. References. Work with adobe photoshop program. Classroom work and autonomous work.

11th Week: Graphic identity and product design. References. Exercises of learning of programs.

12th Week: Graphic identity and product design. Group work. Autonomous work and classroom work.

13th week: Signage and identity. Search of referents and work with magazines. Autonomous work and classroom work.

14th Week: Signage and identity. Group work. Finalization of the proposal.

15th Week: Graphic references. Dossier. Autonomous work.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?id=4688>