

Academic Year/course: 2022/23

25132 - Graphic Design Workshop I

Syllabus Information

Academic Year: 2022/23

Subject: 25132 - Graphic Design Workshop I

Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas

Degree: 278 - Degree in Fine Arts

ECTS: 8.0

Year: 3

Semester: Annual

Subject Type: Optional

Module:

1. General information

2. Learning goals

2.2. Learning goals

In order to pass this course, the student should demonstrate the following results:

1. Being able to project, clarify and express themselves in the language of the specialty.
2. Select, understand and use the fonts on the proposals presented correctly and adapt to every problem.
3. Knowing both typographical characters and their creators, their formal aspects and circumstances of origin.
4. Solve each unit proper functionality and types of compositions on the particular layout.
5. Using the tools of Graphic Design.
6. Distinguish and apply knowledge regarding modes of reproduction and printing on various printing techniques and processes.
7. Perceptual speed dominate the variety of contrived, selection of colors, ranges and pantones and arrangement of the degrees of inclination of each of frames comprising process colors to prevent moiré.
8. Direct and control the whole process as final art.
9. Distinguish and apply formulas layout in magazines, newspapers, catalogs, reports, books, and use professional softwar for implementation.
10. Knowing and applying the rhetoric of the image, its formulas and varieties of composition.
11. Analyze each phase projective qualities that are based on a visual proposal or a corporate identity, to expedite and implement the most appropriate model to the proposed objectives.
12. Study in depth the needs of a commercial or cultural product and give it a unique personality that distinguishes it in the competitive market.

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this subject is based on the following:

- Lecture:

o Theoretical class with the specific contents of the subject.

- Practical classes:

o Tutored autonomous work.

o Case studies / Context analysis.

o Continuous evaluation activities. Methodology:

- Initial proposal of the exercise + Master class + Practical sessions: brainstorming, sketching, sharing + Practical explanations of computer programs + Delivery: group correction.

o Workshops for the acquisition of creative, compositional, illustrative resources. 1 class session.

- **Autonomous work:** outside the teaching hours of the course. Corresponds to 1 credit = 10 classroom hours of 15 hours of independent work. It can be done in the classroom upon reservation. The autonomous work outside the classroom of the student will be supervised in hours of tutoring or tutored work in the subject.

- Seminar. Reflections, commentary, sharing.

- Group tutorials.

- Field work:

o Teaching visits to centers, museums, publishing houses, graphic design companies or fairs.

o Visit to the editorial office of Diario de Teruel. Visit to printing houses. Visits to graphic design companies.

o Visits to exhibitions of publication design, the comic show, drawing or illustration exhibitions and art in general.

o Attendance to congresses of Graphic Design, Illustration or Typography.

o Invitation to teachers, professionals and experts to the class that can contribute a wealth of professional experience and dialogue with the student.

- **Teaching innovation projects.** Different methodologies depending on the type of project.

All activities, regardless of their methodology, will lead to the completion of an evaluable exercise.

4.2. Learning tasks

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

1. Documentary research and classroom presentation about a designer of the artistic avant-garde.

Search for graphic design references and presentation. 2.

Illustration of typography.

3. Poster/Custom design.

4. Poster and Art. Graphic design as a creative line.

5. Newspaper/Magazine/Movie design.

6. Image/infographics for press articles.

7. Book cover.

8. Design of an editorial line.

9. The exhibition catalog.

10. Design and visual rhetoric.

11. Branding.

12. Packaging.

13. Design portfolio.

14. Planning of a personal graphic project.

Other activities:

- Teaching Innovation Activities.

- Individual tutorials and specific monographic seminars.

- Complementary activities.

Teaching visits:

- Visits to exhibitions and museums related to the subject.

Visits to companies related to the subject. Newspaper, printing, design companies, museums and others.

4.3. Syllabus

The course Graphic Design Workshop I has 26.6 weeks per year. There are 8 credits that are taught during 3 hours per week according to the published calendar.

The course will address the following topics:

1. Presentation.

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

2. Theory of graphic design I.

- a. From the vanguards to the 60s.
- b. Current graphic designers. Trends.
- c. Text analysis for a conceptualization of Graphic Design

3. PROJECT.

- a. Documentation. Booklets. creative process.
- b. Resources: drawing, photography, others.
- c. Digital treatment.
- d. Final artwork.

4. ASSIGNMENTS. Exercises limited time, finishes and results.

Syllabus

Topic 1. Protodesign of the artistic avant-garde and its influence on graphic design.

Topic 2. Typography.

- a. Notions and history of typography.
- b. Calligraphy.
- c. Graphics Workshop Resources: Lettering.
- d. Experimental typography.
- e. FontLab technology.

Topic 3. Custom poster. Contests and customers. Graphic trends. Professional finish.

Topic 4. Processes. Printing, artwork and color management.

- a. Introduction to digital imaging.

Topic 5. Workshop resources for creating the image.

Topic 6. Editorial design I: periodicals.

- a. Type of publications: Newspapers / Magazines.
- b. Graphic Design: Referents.
- c. The cover and structure: visual hierarchy of elements.
 - a. i. Header design.
 - b. ii. The art direction and photography for cover.
 - c. iii. A graphic system for book covers.
- d. Page layout.
 - a. i. The compositional grid and structuring content.
 - b. ii. Global design guidelines: master pages, applied typography, images and color.
 - c. iii. Composition of complex texts and styles.
- e. Pace and sequence of the project: articles, reports, sections, index, advertising, etc.
- f. Final preparation for art and digital pre-press / off-set.
- g. Scheme of continuity or discontinuity in the publishing frequency.
- h. Printing prototype / mock-ups of the project.

Topic 7. Workshop conceptual image for newspaper articles.

Topic 8. Editorial design II: books and publishing.

- a. The printed book art book.
- b. Graphics Workshop resources: bookbinding.

Topic 9. Design and rhetoric.

- a. The metaphors.
- b. Concepts.

Topic 10. Branding:

- a. Visual identity.
 - a. i. Naming, branding and application font.
 - b. ii. Symbols.
 - c. iii. Visual identity.
- b. Packaging.
 - a. i. Workshop resources.
 - b. ii. Packaging: typologies.
 - c. iii. Images and product type. Backgrounds, titles, colors, attention.

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

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DISTRIBUTION OF STUDENT WORK (specify hours)

1 credit = 10+15 hours 8-credit course = 80 classroom hours in the course that can be theory and/or practice + 120 hours of autonomous non classroom work.

Hp: Classroom hours

Hnp: Non-attendance hours that are needed to prepare, study... what has been done in the attendance hours or because the activity is done autonomously by the student.

1. Autonomous work activities:

- Exercises of graphic design as a result of what has been explained in class of weekly/fortnightly delivery.

2. Classroom learning activities:

- Sketches, exercises of reflection or bibliographical documentation of delivery in the day.

- In the laboratory classes practical work is developed to acquire the basic skills of graphic design under the guidance of the teacher.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25132>