

25132 - Graphic Design Workshop I

Syllabus Information

Academic year: 2023/24

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

The main objective of the subject is the development of creativity in the field of graphic design. As secondary objectives: to know the current design and the one that has been significant throughout history and to provide the basic tools for the development of a work at a professional level.

The subject serves as a solid training in the degree plan as it provides knowledge and skills to develop in the professional field: from the creation of logos, posters, exhibition materials, packaging, design for networks and other resources.

SDGS 3. Health and Wellness; 4. Quality Education; 5. Gender Equality and 12. Responsible Production and Consumption.

No previous computer knowledge is required, although Adobe Photoshop, Procreate or similar is recommended

2. Learning results

Upon completion of this subject, the student will be able to:

- Project, elucidate and express themselves in the language of the specialty.
- Study in depth the needs of a commercial or cultural product and provide it with a unique personality that distinguishes it in the competitive market.
- Analyse in each phase the projective qualities that start from a visual proposal or a corporate identity, in order to streamline and apply the most appropriate model to the proposed objectives.
- Solve in each thematic unit the appropriate functionality and types of compositions on the particularities of layout.
- Use the tools and computer systems specific to Graphic Design.
- Know and apply the rhetoric of the image, its formulas and varieties of composition.
- Distinguish and apply layout formulas in: magazines, newspapers, catalogues, reports, books, and use professional software for their realization.
- Select, know and use the typographies on the proposals presented with accuracy and adequacy to each problem.
- Know both the typographic characters and their creators, their formal aspects and their circumstances of origin.
- Distinguish and apply knowledge in terms of reproduction and printing modes on the various printing techniques and their work processes.
- Master with perceptive speed the variety of wefts, selection of colours, ranges and pantones and the disposition of the degrees of inclination of each one of the wefts that comprise the four-color process to avoid moiré.
- Direct and control the whole process as final art.

3. Syllabus

Block 1. Methodology and creative process in design

Design Thinking.

Block 2. Designers. Referents

Main designers in the current panorama.

Iconic designers throughout history.

Block 3. Resources for design creation

Workshops on image creation resources: Conceptualization and metaphors.

Workshops on illustration and photography resources: digital and analogical.

Typography: typology and uses.

Final arts: processes, printing and colour management.

Block 4. Computer software.

Mainly: Adobe Colour, Adobe Illustrator, Adobe Illustrator, Procreate, Adobe Acrobat

Others that should be known beforehand: Adobe Photoshop

Block 5. Applied design:

Theory and practice: custom posters, brochures, branding, packaging, editorial design, personal portfolio, among others

4. Academic activities

- **Theoretical classes.** Presentation of contents by the teacher.
- **Practical classes.** Theoretical-practical sessions for the acquisition of certain skills. They will be carried out in the workshop.
- **Types of problems.** Resolution of mostly real cases linked to educational innovation projects.
- **Presentation of works.** Individual or group. It may or may not include the public defence of the same.
- **Assessment Activities.** Written or oral tests, individually or in groups, indicating the knowledge acquired. It includes classroom activities for formative and summative evaluation.
- **Group work:** Supervised session where students work in groups and receive advice and guidance when needed.
- **Participation** in technical visits, lectures, conferences, round tables, screenings, exhibitions, etc. and/or field practices

Face-to-face tutorials in the classroom, the student receives advice for the resolution of a specific exercise

5. Assessment system

Continuous assessment system

1. A calendar of periodic deliveries, normally fortnightly, is established throughout the term as a continuous evaluation system that will include:
 1. Autonomous work.
 2. Work developed in the classroom.
 3. Collection of work samples.
2. As the grade obtained by this process will refer to the total of the subject, the student will have the possibility of passing the subject with the maximum grade.
3. Continuous assessment will be based on individual monitoring of the student's work, so attendance is essential. In order to be eligible for CONTINUOUS ASSESSMENT, students will have to attend at least 80% of the classes. Attendance samples will be taken at a time of the teacher's discretion. However, it is reminded that attendance includes punctuality when at the beginning and the end of the classes.

Overall Test FIRST AND SECOND CALL

Students who do NOT opt for continuous evaluation, who do not pass the subject by this procedure or who would like to improve their grade, will be entitled to an overall exam . In any case, the best of the grades obtained will prevail.

The overall test will consist of:

1. **An exam** on the theoretical contents, seminars and practical classes developed throughout the term. Developmental, short and/or multiple-choice questions. Grading on the final grade: 35%
2. **A practical test** to develop an exercise according to the proposal set forth in the call for applications. The practical test will require the use of the computer media and software used in the subject: Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Acrobat and others. As well as other types of design technology, bibliographic and technical material: pantones, typometers, etc. Grading on the final grade: 25%
3. **Submission of work** Grading on the final grade: **40%**
Students who opt for this global test must previously submit the following **work**:

Portfolio of the designer on **paper** (A4 format bound) **and in digital format** (in the original documents on which the work has been done and in .pdf format) - focused on the professional field:

The design portfolio is a necessary tool for the student's labour insertion in graphic design, editorial, multimedia and other companies, together with their curriculum vitae.

GUIDELINES for carrying out the exercise to be handed in on the day of the exam:

- The portfolio **must contain a sample** of **each category** of graphic design, (between 8 and 10 different exercises in total, one work per sheet) from among the contents worked on in the subject. (These works may be different from the class exercises; however, the same formal and conceptual rigor will be required as for the rest of the exercises of the course).

Assessment criteria:

Each of the aforementioned activities will be evaluated proportionally and continuously throughout the academic year, according to the following criteria:

1. Assimilated concepts:

- Personal contribution, conceptual maturity, originality and creativity in the resolution of the exercises. Critical capacity.
- Achievement of the learning objectives of the subject, the specific ones of each exercise and, consequently, the general ones.

- Degree of complexity in the resolution of the exercises. -Analysis and synthesis skills.

2. Acquired skills:

- Coherence in the processes and phases of development of the work, technical mastery and formal aspects of the presentation.
- Evolution of the learning process, a criterion to be considered insofar as students start with different levels of knowledge.

3. Attitude:

- Volume of work, level of self-improvement and personal effort. Completion of all the work proposed in the term, which does not necessarily imply the achievement of the objectives.
- Involvement with the subject, active participation in practical and expository classes, contribution in debates and group dynamics.
- Attendance and punctual delivery of work. This criterion, without being a priority, becomes indispensable to the extent that the lack of attendance and inhibition of the subject progress is often accompanied by significant decreases in student learning.

Levels of demand:

Learning results will be assessed according to the following standards:

The levels of demand are related to the results and achievements in learning demonstrated through the student's attitude and response to the subject. Three degrees of success are considered, evaluated according to the following criteria and levels of demand (valued from 0 -10):

Pass (5 - 6.99): the student has aptly demonstrated the learning results in addition to the following criteria:

- Basic creative resolution.
- Basic critical and self-critical capacity on the work performed.
- Correct adequacy of the practice with the proposed topic.
- Sufficient technical results appropriate to the objectives of the practice.
- Active attitude towards the subject.
- Good organization and work capacity.
- Punctuality in delivery.

Outstanding (7 - 8.99): the student has significantly demonstrated the learning results in addition to the following criteria:

- Considerable creative resolution.
- Important critical and self-critical capacity on the work performed.
- Very good adaptation of the practice to the proposed topic.
- Good technical results and adequate to the objectives of the practice.
- Active attitude towards the subject.
- Very good organization and work capacity.
- Punctuality in delivery.

Outstanding (9 - 10): the student has demonstrated in an outstanding manner the learning results, in addition to the following criteria:

- Excellent creative resolution.
- Very good critical and self-critical capacity on the work performed.
- Perfect adaptation of the practice to the proposed topic.
- Impeccable technical results and adequate to the objectives of the practice.
- Proactive attitude towards the subject.
- Excellent organization and work capacity.

Punctuality in delivery.

GLOBAL TEST

All students are entitled to a global test to pass the subject or to improve the grade obtained. Students attending the exam must be punctual on the day and at the time indicated in the exam notice, otherwise they will be considered as "No Show".

SECOND CALL

The evaluation in the second call, to which all students who have not passed the course will be entitled, will be carried out by means of a test