

25330 - Designing and editing printed publications

Syllabus Information

Academic year: 2023/24

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

Design of printed publications is a subject whose objective is to train students in skills and competences related to layout and design of printed publications in their paper support.

Today's journalist assumes the role of editor in order to do his or her job with greater adequacy to the demands and requirements of the market. Therefore, he must be knowledgeable in basic design technique, composition, balance and color.

It is necessary that students have the Scribus program on their computers -the layout program that we will use in class during the class period- which can be downloaded free of charge.

The development of this subject coincides with points 4, 5 and 16 of the Sustainable Development Goals.

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand and manage a knowledge, tools and processes support of the bases and tools of design in written media, of the current design models in press, as well as of the computer tools of design, with indicators: Apply the knowledge to the analysis of the design of different media. Apply the appropriate computer programsto the design of pages, sections and publications of various types.
- Show capacity for teamwork that facilitates the development of knowledge with cultural exchange critical and responsible, with indicators: Show collaborative skills.

3. Syllabus

1. IMPORTANCE OF DESIGN, Seeking definition. Presentation of the concept and the program of subjects.

2. GRAPHIC DESIGN AND JOURNALISTIC VARIANT. Journalistic design. Equilibrium criteria.

Design elements. Composition.

3. GLOSSARY OF TERMS. Header, title, capitular, body, family, corondel, widow's line, sidebar..

4. TYPOGRAPHY. From alphabetical tradition to digital desktop publishing. Typographic families. Typographic features. Graphic morphology of the "type" and/or text block.

5. COVER AND SECTIONS. Design of the different pages of the publication.

4. Academic activities

Students will practice as simulations of a formal professional design. A series of works of increasing difficulty and complexity until concluding in the complete eight-page magazine completely designed by the student. The practical exercises are intended to familiarize the use of different techniques and design trends. The different designs will be viewed in class and a critical analysis will be made in order to acquire criteria that will help the perfection of future works.

Within this framework, the class will provide examples of current journalistic designs in newspapers and magazines.

5. Assessment system

First Call

Continuous assessment

1. Exam on theoretical and practical knowledge (25 %). Evaluation criteria: demonstrate knowledge of the role of design in journalistic communication and the meaning and application of the terms used.

2. Three practicals (75 %) related to practical and theoretical knowledge, the use of editing software (Scribus).

Assessment criteria: techniques used, standards applied, knowledge of the process from page output to editing, and handling of practical concepts.

a) Practical 1st (25 %). To design and elaborate the contents of a page (headline, subtitle, photographs, exploded views), with journalistic criteria.

b) Practice 2 (25 %). Design of two covers with the necessary texts and graphic resources to identify two different editorial lines.

c) Practice 3 (25 %). Design of an eight-page publication. In a separate text, explain to whom the publication is addressed, where it will be published and the subject matter.

Global assessment

Examination of short development questions (25%) and three practical assignments (75%) that coincide with the statements in the continuous evaluation.

Assessment criteria: those set forth in the continuous evaluation test.

Second call

Global evaluation test identical to the first one.