

Academic Year: (2019 / 2020)

Review date: 21-01-2020

Department assigned to the subject: Department of Communication

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

STUDENTS ARE EXPECTED TO HAVE COMPLETED

The basics elements for this subject are linked to the basics concepts about edition text and used advanced in search engine.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

LEARNING SKILLS SPECIFIC:

SPECIFICS COMPETENCES:

Understanding the inherent mechanisms of the newspaper design and the communication and the essential elements that structure the layout. Ability to analyze from a theoretical perspective the following elements: the historical context of newspaper design, the development and scheme of the basics concepts relationship with the journalism design. As well as, all and each one of the elements that form part of layout. as color, typography, etc.

TRANSVERSE COMPETENCES:

1. Capacity of analysis and synthesis.
2. Knowing how to use editorial of software.
3. Problem solving.
4. Teamwork.
5. Critical reasoning.
6. Verbal and written communication.

DESCRIPTION OF CONTENTS: PROGRAMME

The Graphic Design and journalistic have always contributed to part form of whatever media and publication. It is part of identity of media. Sometimes known as brand and linked to social line and technologic of everytime. In this programme of the subject we teaching an programme adapted to everyone of this concepts with the goal of what the students knows all the basics elements what have the formals aspects of the journalistic news.

Programme of contents:

1. Information Retrieval and Term associated to graphic design.
2. Principle basics of Editorial Design and another elements.
Models, uses and evolution of journalistic design and Contemporary movements.
3. Formats in press.
4. Grids and different systems of grids.
5. Layout: anatomy of layout.
6. Typography, features of the typography and another concepts relationship with the Typography and elements.
7. The Image and their Composition. Photojournalism.
8. Infographic and visual storytelling.
9. Colour and different aspects and contents about the use of color in press. Also, as analysis the Psychology of Colour.
10. Perspectives and elements basics about future of journalism design.

LEARNING ACTIVITIES AND METHODOLOGY

*Magister Class

Theoretical Classes for acquisition of basic notions about the Edition and the Informative Functions of Design.

*Practical classes

Development and application of basic concepts about theory and learning of design. Also learning of work routine in newsrooms. Using tools specific design.

*Student Work.

Study focused in practice development in editorial and journalistic design.

ASSESSMENT SYSTEM

The subject has a face character. Therefore, The students will benefit from continuous assessment: theoretical-practical. To overcome this evaluation, the students must have passed both parties: theoretical and practical. With a value of 50% in each part to be able to apply the average. If any of the parties has not exceeded a minimum of 5, the weighting can not be applied, which results in a failure.

The minimum class attendance to pass the continuous assessment is 80% percent for all those students.

The practical projects will be evaluated and will meet the following criteria:

1. Clarity of presentation in the execution of both the theoretical and practical part.
2. Concision in the texts.
3. Management of graphic and editorial design programs as well as correct application of the concepts learned for its correct application.

Do not forget that you must also have a correct use in the "The mastery of the rules of the Spanish language is an essential requirement to overcome the subject (linguistic correction: punctuation, accentuation, grammatical correctness and lexical precision)".

Finally, the final exam will have a value of 100% of the overall evaluation and will be of theoretical-practical content. In case any of the parts of said exam does not exceed the result of the evaluation of this final exam will be suspended.

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

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- WILLEN BRUCE and STRALS NOLEN Lettering and Type, Princeton and Architectural Press.
- ZAPATERRA YOLANDA. Editorial Design: For Print and Electronic Media, Rotovision, Oct 2002.
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- AMBROISE GAVIN AND HARRIS PAUL Basics Design: Grids, AVA ACADEMIA.
- AMBROISE GAVIN AND HARRIS PAUL Basics Design: Colour, Ava Academia.
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- JEREMY, LESLIE Nuevo Diseño de revistas II, Gustavo Gili. Barcelona. 2003.
- LÓPEZ ALONSO, RODRIGO Diseño de periódicos y revistas en la era digital , Fragua, 2013
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