

Academic Year: (2020 / 2021)

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

This subject are connected with the use and learning of designing tools linked with the information designing.

OBJECTIVES

1. Ability to analyze the visual presentation of information in press graphics and infographics.
2. Understanding of computer graphics as a journalistic genre.
3. Techniques for creating information graphics (computer graphics) of medium complexity Skills. Students will learn several software tools to complete the exercises.

DESCRIPTION OF CONTENTS: PROGRAMME

Infographics news media is an introduction to the display of information in the press. Computer graphics, using maps, statistical tables and diagrams and creating icons for the transmission of content, is a discipline that has existed since the birth of newspapers, but only in the last two decades has begun to be studied as a journalistic genre.

Traditionally, INFOGRAPHICS has always been mistake associated with illustration and visual arts, but the paradigm is changing thanks to the most serious and journalistic approaches departments graphics of The New York Times, The Washington Post and Chicago Tribune, among others.

DEVELOPED COURSE PROGRAM:

1. INFORMATION RETRIEVAL FOR INFOGRAPHICS.
2. BACKGROUND AND VISUAL THINKING.
3. THE SKETCH AND THE DIAGRAMMATIC.
4. INFOGRAPHIC STRUCTURE.
5. TIPOLOGY OF GRAPHICS AND VARIABLES.
6. ICONOGRAPHY AND THEIR FORMS.
6. MAPS, TIPOLOGIES AND USES.
7. COMPLEX VISUAL NARRATIVE.
8. VISUAL NARRATIVES STRUCTURES AND APPLICATION IN MASS-MEDIA
10. VISUALIZATION OF INFORMATION AND STRUCTURES.
11. INFOGRAPHICS TRENDS FOR THE FUTURE.

LEARNING ACTIVITIES AND METHODOLOGY

Is essential understanding the Infographic in Journalistic Media. By the way the content theoretical and on the other hand adapted the content about of the display and use of infographics in media present.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

The global evaluation of the subject will be carried out based on the weighting between the grades obtained with a minimum of 5 for both parts, for those students who have passed the continuous grade, the percentage weight will be 60% plus an exam or final work that will account for 40% of the total evaluation.

In the case of those students who have not passed the continuous course or have never presented their percentage will be a total of 100% with a more practical test or theoretical exam.

Continuous assessment activities, among others, will focus on:

In debates evaluated according to the quality of the student's contributions. In addition, the student's ability to relate the required readings to the examples proposed in class will be considered, as well as their ability to analyze infographics and visual codes from a journalistic point of view.

It is important that the student adjusts to the continuous evaluation process defined by the teacher who teaches the subject.

Do not forget that to be able to pass the subject, it will also be considered to have a correct use in the "Mastery of the rules of the Spanish language is an essential requirement to pass the subject (linguistic correction: punctuation, accentuation).

BASIC BIBLIOGRAPHY

- CAIRO ALBERTO. EL ARTE FUNCIONAL: INFOGRAFÍA Y VISUALIZACIÓN DE LA INFORMACIÓN, ALAMUT, 2011

- CAIRO ALBERTO. INFOGRAFÍA 2.O., ALAMUT, 2008

- CAIRO ALBERTO. EL ARTE FUNCIONAL: INFOGRAFÍA Y VISUALIZACIÓN DE LA INFORMACIÓN, ALAMUT, 2011

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- FRANCO ÁLVAREZ GUILLERMINA LA EXPLOSIÓN INFOGRÁFICA EN EL CONFLICTO DEL GOLFO PÉRSICO., LATINA COMUNICACIÓN SOCIAL, SERIE COMUNICACIÓN. , 2003

- FRANCO ÁLVAREZ GUILLERMINA INFOGRAFÍA. TENDENCIAS, MAPAS Y VISUALIZACIÓN DE INFORMACIÓN., DYKINSON, 2020 (EN EDICIÓN)

- FRANCO ÁLVAREZ, GUILLERMINA. INFOGRAFÍA PERIODÍSTICA., ANROART, 2005

- VALERO SANCHO, JOSÉ LUIS LA INFOGRAFÍA : TÉCNICAS, ANÁLISIS Y USOS PERIODÍSTICOS , BELLATERRA, BARCELONA., 2001