Newspaper design

Academic Year: (2020 / 2021) **Review date: 27-01-2021**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

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

OBJECTIVES

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, alls 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

Graphic and journalistic design has always contributed to being part of any medium and publication. It is part of the identity of the medium, of what we call brand and is closely linked to the social and technological axis of each moment. In the syllabus of the subject, an ADAPTED PROGRAM will be taught so that the students know all the basic elements that make up and are called THE FORMAL ASPECTS OF JOURNALISTIC NEWS.

DETAILED PROGRAM:
1. INTRODUCTION TO DESIGN. TECHNICAL GLOSSARY.
2. FUNDAMENTALS OF JOURNALISTIC EDITORIAL DESIGN AND CONTEMPORARY ARTISTIC MOVEMENTS OF INFLUENCE.
3. FORMATS AND FOUNDATIONS OF THE SIZE OF NEWSPAPERS.
4. THE RETICLE. TYPOLOGY OF THE DIFFERENT RETICULAR SYSTEMS.
5. THE MODEL AND ITS ANATOMY. DIFFERENT WAYS TO ORGANIZE THE INFORMATION ON THE PAGE.
6. TYPOGRAPHY classifications and Legibility.
7. IMAGE, PHOTO JOURNALISM and BASIC CRITERIA OF IMAGE COMPOSITION.
8. INFOGRAPHICS AND VISUAL NARRATIVE RESOURCES.
9. COLOR. TECHNICAL AND PSYCHOLOGICAL ASPECTS OF COLOR.
10. FUTURE PERSPECTIVES OF DESIGN IN THE MEDIA.

LEARNING ACTIVITIES AND METHODOLOGY

*Magister Class
Theoretical Classes for adquisition of basics notions about of the Edition and the Informative Functions of Design.

*Practical classes
Development and aplication of basics concepts about theory and learning of design. Also learning of work routine in newsrooms. Using tools specifics design.

*Student Work.
Study focused in practics development in editorial and journalistic design.

ASSESSMENT SYSTEM

The course in your classroom and non-classroom system will have the continuous assessment regime. Therefore, students will take the continuous assessment with 60% in both theoretical and practical parts plus a theoretical and practical final exam that will have a value of 40%. To pass this assessment, students must have passed a minimum of 5 in both parts.

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

For those students who, having not passed the continuous course or not having appeared during the course to any of the tests carried out by the responsible teachers, will have to undergo a final evaluation with a value of 100%

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 parts.
2. Concision in the texts.
3. Handling of graphic design and editorial programs as well as correct application of the concepts learned for their correct application of the software Indesign and Photoshop.

Do not forget that you must also have a correct use in "Mastering the rules of the Spanish language is an essential requirement to pass the course (linguistic correction: punctuation, stress, grammatical correction and lexical precision)".

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- CRAIG JAMES, BEVINGTON WILLIAM, and KOROL SCALA Designing with Type: The Essential Guide to Typography, Guptill Publications, 2006
- WILLEN BRUCE and STRALS NOLEN Lettering and Type, princeton and architectural press.
- ZAPATERRA YOLANDA. Editorial Design: For Print and Electronic Media, Rotovision, Oct 2002.
- ZAPATERRA, YOLANDA Art Direction and Editorial Design, Abrams Studio.
- AMBROISE GAVIN AND HARRIS PAUL Basics Design: Grids , AVA ACADEMIA.
- AMBROISE GAVIN AND HARRIS PAUL Basics Design: Colour, Ava Academia.
- AMBROISE GAVIN AND HARRIS PAUL Basic Design: Format, AVA ACADEMIA.
- AMBROISE GAVIN AND HARRIS PAUL Basics Design: Layout, AVA ACADEMIA.
- AMBROISE GAVIN AND HARRIS PAUL Basics Designs:image, Ava Academia.
- BARNHURST KEVIN. NERONE JOHN. The Form of News: A History (Hardcover)., Guilford Press.
- BERRY, SUSAN Y MARTIN JUDI Disen¿o y Color. Co¿mo funciona el lenguaje del color y co¿mo manipularlo en el Disen¿o Gra¿fico, Blume, Barcelona, 1994
- BERRY, SUSAN Y MARTIN JUDI Diseño y Color. Cómo funciona el lenguaje del color y cómo manipularlo en el Diseño Gráfico, Blume, Barcelona, 1994
- CAIRO, ALBERTO El arte funcional : infografía y visualización de información , Alamut, 2011
- CAIRO, Alberto Infografía 2.0 : visualización interactiva de información en prensa , Alamut, 2008
- FRANCO ÁLVAREZ G. LA EXPLOSIÓN INFOGRÁFICA EN EL CONFLICTO DEL GOLFO PÉRSICO, LATINA COMUNICACIÓN SOCIAL: SERIE COMUNICACIÓN, 2003

- FRANCO ÁLVAREZ G. & GARCÍA MARTUL D. Manual de Edición Multimedia, Copyred/Universidad Carlos III de Madrid, 2012
- FRANCO ÁLVAREZ, G. LA INFOGRAFÍA PERIODÍSTICA, ANROART, 2005
- FRANCO ÁLVAREZ, G. (MANUAL DE LA ASIGNATURA).DISEÑO DE LA INFORMACIÓN PERIODÍSTICA., DIKYNSON (EN EDICIÓN).
- FRANCO ÁLVAREZ, GUILLERMINA DISEÑO EN MEDIOS PERIODÍSTICOS, DYKINSON, 2018
- GUILLERMINA FRANCO ÁLVAREZ (MANUAL DE LA ASIGNATURA).DISEÑO DE LA INFORMACIÓN PERIODÍSTICA., DIKYNSON (EN EDICIÓN).
- 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
- SAMARA TIMOTHY Design of Elements. Style Manual by Graphic Designers, Gustavo Gili, 2007.
- SAMARA TIMOTHY Typography Workbook: A Real-World Guide to Using Type in Graphic Design . Thinking with Type., Rockport.
- VALERO SANCHO La infografía : técnicas, análisis y usos periodísticos , BELLATERRA, AUTÓNOMA DE BARCELONA, 2001