

Newspaper design

Academic Year: (2022 / 2023)

Review date: 23-05-2022

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

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.

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 a brand and is closely linked to the social and technological axis of each moment.

In the program of the subject, content related to the graphic and visual axis of the media will be taught so that students know all the basic elements that make up and are called THE FORMAL ASPECTS OF THE JOURNALISTIC NEWS.

DETAILED PROGRAM:

1. INTRODUCTION TO DESIGN. RECOVER OF INFORMATION. TECHNICAL GLOSSARY.
2. FUNDAMENTALS OF JOURNALISTIC EDITORIAL DESIGN AND CONTEMPORARY ART MOVEMENTS OF INFLUENCE.
3. FORMATS AND FUNDAMENTALS OF NEWSPAPER SIZE.
4. THE GRID. 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 Readability and typographic trends more
7. IMAGE, PHOTOJOURNALISM and BASIC CRITERIA FOR IMAGE COMPOSITION.
8. INFOGRAPHICS AND VISUAL NARRATIVE RESOURCES.
9. COLOUR. 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 practices development in editorial and journalistic design.

ASSESSMENT SYSTEM

The subject in its face-to-face and non-face-to-face system will have the continuous evaluation system. For this reason, the students will benefit from the continuous evaluation with 60% in both theoretical and practical parts and a final exam that may be theoretical and another practical according to the teacher responsible for each group and that will have a value of 40% of the overall evaluation.

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

For those students who have not passed the e.continua or have not taken any of the tests carried out by the responsible teachers during the course, they will have to TAKE A FINAL EXAM WITH TWO PARTS; ONE THEORETICAL AND ANOTHER PRACTICAL, to pass, an average will be made, provided that both parties have a minimum of 5, in both to be able to make the average.

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

1. Adjustments to the criteria described by the professor of the subject, both in the theoretical and practical part.
2. Concision in the texts.
3. Management of graphic and editorial design programs as well as the correct application of the concepts learned for their correct application of the Indesign and Photoshop programs.

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 subject (linguistic correctness: punctuation, accentuation, grammatical correctness and lexical precision)".

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

BASIC BIBLIOGRAPHY

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