

## Visual Thinking

Academic Year: ( 2023 / 2024 )

Review date: 02/06/2023 13:40:10

Department assigned to the subject: Transversal matters

Coordinating teacher: TINEO ALVAREZ, ANGELES

Type: Basic Core ECTS Credits : 3.0

Year : 2 Semester :

Branch of knowledge: Social Sciences and Law

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

- Hierarchize and summarize information.
- Show information in a visual way.
- Create or select images and multimedia content depending on a given communication context.
- Apply creative techniques from Visual Thinking.
- Evaluate messages according to its communication effectiveness.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction: Information overload and communication effectiveness.
2. Information hierarchy.
3. Basis for Visual Thinking:
  - Design fundamentals.
  - Image analysis.
4. The importance of visual communication in technical areas.
  - Good and bad practices.
5. Methods for Visual Thinking.
  - Visual metaphors.
  - Mindmaps.
  - Conceptual graphs.
  - Infographics.
  - Storytelling.
  - Other creative methods.
6. Multimedia tools.
7. Copyrights and image banks.

## LEARNING ACTIVITIES AND METHODOLOGY

1. Exposition of different topics related to the program content.
2. Analyse of practical cases.
3. Creation of individual and group proposals.
4. Presentation of practical exercises.
5. Joint evaluation of presentations.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

Final exam in the official exam session: 0 points.

Continuous assessment: 10 points of the overall grade.

- Attendance at 85% of the classes is compulsory in order to pass the course (i.e. 12 of the 14 classes).
- Active participation in the classes.
- Completion of exercises and practical activities in class and through Aula Global.

<b>% end-of-term-examination/test:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

- Two written assessment tests: one in the 7th class, a short development test that will deal with the contents worked on in the previous classes; another in the 14th class: a development test on the whole of the syllabus taught in which students must summarise the contents dealt with and draw conclusions on the practical applications of the same at a professional level. They must also write a conclusion and personal self-assessment on the level of development they consider they have reached in the skill to which the subject refers.

- There may be other assessment tests that will be indicated in the weekly planning.

Percentage weight of the Final Exam: 0

Percentage weight of the rest of the evaluation: 10

Please note that, in accordance with current regulations, each enrolment in cross-disciplinary subjects, as in this case, will involve a single call and, in those cases in which the continuous assessment process includes a test, this must be taken during the timetable and in the classroom reserved for classes, as these cross-disciplinary subjects do not have a date reserved in the official exam calendars.

## BASIC BIBLIOGRAPHY

- Dan Roam Tu mundo en una servilleta. Resolver problemas y vender ideas mediante dibujos, Gestión 2000, 2017
- Sunni Brown The Doodle Revolution: Unlock the Power to Think Differently , Portfolio, 2015
- Willemien Brand Visual Thinking: Cómo aprovechar la colaboración visual para empoderar a personas y organizaciones, Editorial GG, 2023