

Academic Year: ( 2023 / 2024 )

Review date: 03-05-2023

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 conected with the use and learning of designing tools linked with the information designing.

## OBJECTIVES

1. Ability to analyze the visual presentation of informative graphics in the press and infographics.
2. Understanding of infographics as a journalistic genre.
3. Technical skills for the creation of informative graphics (infographics) of medium complexity. The student will learn various software tools to create, develop and be able to edit infographics.

## DESCRIPTION OF CONTENTS: PROGRAMME

Infographics in journalistic media is a vision of how narratives are created, edited and built in the press. The purpose is that infographics, the use of maps, statistical tables and diagrams, and the creation of icons help us to represent that textual information and turn it into visual information of what a discipline entails that, although it has gained popularity today, has existed since the beginning. birth of newspapers

By tradition, infographics have always been wrongly associated with illustration and the plastic arts, although the paradigm is changing thanks to the more serious and journalistic approaches of the Infographic departments of The New York Times, The Washington Post and Chicago Tribune, among others, and in Spain by the newspaper ABC, El Mundo del Siglo XXI and local or regional newspapers such as La Voz de Galicia, which reinforce the use of infographics as a visual narrative tool in their editions.

## DEVELOPED PROGRAM OF THE SUBJECT:

1. How to search and find information to design infographics.
2. BACKGROUND, VISUAL THINKING and CONCEPTUAL APPROACH
3. VISUAL SCHEMATIC AND THE SKETCH.
4. SYMBOLIC METAPHORS: THE SYMBOL, THE ICONICITY AND OTHER RELEVANT ELEMENTS OF THE NARRATIVE.
5. THE INFOGRAPHIC STRUCTURE AND ITS MAIN ELEMENTS.
6. TYPOLOGY OF GRAPHICS AND VARIABLES.
7. CARTOGRAPHY, MAPS, TYPOLOGIES AND USES.
8. SIMPLE AND COMPLEX VISUAL NARRATIVES. A NEW FORM OF ADAPTATION TO LITERACY.
9. VISUALIZATION OF INFORMATION AND STRUCTURES.
10. FUTURE TRENDS AND PROSPECTS FOR INFOGRAPHICS: THE VISUALIZATION OF NARRATIVE FORMS.

## 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

The global evaluation of the subject will suppose the weighting between the theoretical part and the practical part. The continuous evaluation will be theoretical/practical and will be adapted to infographic elaboration processes.

In the case of those students who have not passed the e.continua or have never taken it, their percentage will be a total of 100% with a theoretical exam plus a practical exam.

The continuous evaluation 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 with the examples proposed in class, as well as their ability to analyze infographics and visual codes from a journalistic point of view, will be considered. Sequential practices of infographic design and learning of the tools involved in it will be carried out.

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

Do not forget that 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.

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

## 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. MAPAS, ESTRUCTURA Y TENDENCIAS EN VISUALIZACIÓN DE INFORMACIÓN., DYKINSON, 2023 (EN EDICIÓN). MANUAL DE LA ASIGNATURA
- FRANCO ÁLVAREZ, GUILLERMINA. INFOGRAFÍA PERIODÍSTICA., ANROART, 2005
- VALERO SANCHO, JOSÉ LUIS LA INFOGRAFÍA : TÉCNICAS, ANÁLISIS Y USOS PERIODÍSTICOS , BELLATERRA, BARCELONA., 2001