

Newspaper design

Academic Year: (2023 / 2024)

Review date: 17-07-2023

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)

Students who choose this subject shall have a basic understanding of the use of text processors and advanced use of search engines.

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, all 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.

The students should be able of difference between elements of journalistic discourse and elements focused in the world advertising.

This subject is focused in the press not in the advertising.

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 EDITORIAL AND GRAPHIC DESIGN.
2. HOW TO RETRIEVE TO EDIT INFORMATION.
3. BASIC FUNDAMENTALS OF JOURNALISTIC EDITORIAL DESIGN AND INFLUENCE OF THE MOST RELEVANT CONTEMPORARY ARTISTIC MOVEMENTS.
4. FORMATS OF THE NEWSPAPERS AND CHANGES.
5. THE GRID. TYPOLOGY OF THE DIFFERENT RETICULAR SYSTEMS AND THEIR IMPORTANCE.
6. THE MODEL AND ITS ANATOMY. DIFFERENT WAYS OF ORGANIZING THE INFORMATION ON THE PAGE.
7. TYPOGRAPHY classifications and Readability and most current typographic trends.
8. THE CONCEPT OF IMAGE, AS A TRANSVERSAL ELEMENT OF THE MODEL.
9. PHOTOJOURNALISM and BASIC CRITERIA OF IMAGE COMPOSITION.
10. INFOGRAPHICS AND VISUAL NARRATIVE RESOURCES.

11. THE COLOUR. TECHNICAL AND PSYCHOLOGICAL ASPECTS OF COLOR.

12. PERSPECTIVES FOR THE FUTURE OF DESIGN IN COMMUNICATION MEDIA AND ADAPTIVE WEB DESIGN.

LEARNING ACTIVITIES AND METHODOLOGY

*Magister Class

Theoretical Classes for acquisition of basic notions about the Edition and the Informative Functions of Design.

*Practical classes

Development and application of basic concepts about theory and learning of design. Also learning of work routine in newsrooms. Using tools specific design.

*Student Work.

Study focused in practice development in editorial and journalistic design.

ASSESSMENT SYSTEM

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

The subject in its compulsory face-to-face system will be subject to continuous assessment, as long as the student has attended 80% of the face-to-face classes. The continuous evaluation will be the result of carrying out internships on the subject of design and of a compulsory final work on the project of design and edition of a newspaper.

To pass the continuous evaluation, the students who have passed will take a compulsory final exam that will count 40% of the total grade and that to make means they will have to be approved with a minimum of 5 of the total value of 10. The result is that the sum of both percentages will be the final result of the note. As long as both are passed with a minimum of 5 (practices, periodic final project and final exam).

Emphasize again that 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 theoretical/practical tests carried out in class during the course, they will have to TAKE A FINAL EXAM WITH TWO PARTS; ONE THEORETICAL AND ANOTHER PRACTICAL, with a value of 100% and to pass both parts they must achieve in each theoretical exercise a mark of (5) and a practical mark of (5) to carry out the means between both exams. Clarification: if the student has passed an approved part and the other part fails, they will not have the right to have the average taken and therefore will be failed in the subject.

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

1. Adjustments to the criteria described by the teacher of the subject, both in the theoretical and practical parts.
2. Conciseness in the texts, nor coherent and correct lexical syntax.
3. Management of graphic and editorial design programs for its correct application of Indesign and Photoshop programs. (Preferably).

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

BASIC BIBLIOGRAPHY

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