



Universidad  
Carlos III de Madrid

**COURSE NAME (6 CREDITS): Informative Functions of Design in Journalistic Media**

**DEGREE IN JOURNALISM**

**COURSE:2º**

**SEMESTER:2º**

SESSION	DESCRIPTION ON CONTENT OF THE SESSION	TYPE (SELECT WITH X)				Student work during the week		
		TEORY	PRACTICES	LABORATORY	Indicate Laboratory where will be teach	DESCRIPTION	PRESENTIAL HOURS	WORK HOURS WEEK MAX 7 H
1	PRESENTATION OF THE PROGRAMME AND TEACHING GUIDE . Introduction to Design and technical glossary of graphic design.	X				PRESENTATION	1,5	
2	INTRODUCTION TO EDITION TOOL		x		NEWSROOM (COMPUTER ROOM)	LEARNING TO USE COLOUR TOOLBOX	1,5	
3	1. BASIC NOTIONS IN JOURNALISTIC EDITORIAL DESIGN.	X				EXPLANATIONS ON BASIC CONCEPTS	1,5	
4	USE OF TOOLBOX AND WORKING AREA		X		NEWSROOM (COMPUTER ROOM)	TOOLBOX	1,5	
5	2. MODELS, USES AND EVOLUTION OF JOURNALISTIC DESIGN IN LAST DECADES	X				HISTORY OF DESIGN IN NEWSPAPERS.	1,5	
6	CREATION OF A LAYOUT AND ORGANIZATION OF DIFFERENT INFORMATIVE UNITS.		X		NEWSROOM (COMPUTER ROOM)	USING A SOFTWARE TOOL OF DRAWING	1,5	
7	3.FORMATS. VARIETIONS IN FORMAT. TRENDS AND USES IN FORMAT OF NATIONAL, EUROPEAN AND AMERICAN PRINT MEDIA. EXAMPLES OF AMERICAN AND BRITISH NEWSPAPERS AND COMPARATIVE ANALYSIS WITH SPANISH PRESS.	X				EXAMPLES OF AMERICAN AND BRITISH NEWSPAPERS AND COMPARATIVE ANALYSIS WITH SPANISH PRESS.	1,5	

8	LEARNING TO CREATE A BASIC PROJECT CONSIDERING INDICATORS EXPLAINED IN THEORICAL SESSION. FUNDAMENTALLY DEFINITION OF FORMAT, MARGINS AND SPOT PRESS OF PUBLICATION TO DESIGN.		X		NEWSROOM (COMPUTER ROOM)	CREATION OF A BASIC PROJECT	1,5
9	4. LAYOUT. ANATOMY OF THE LAYOUT. THE GOLDEN RATIO AND FIBONACCI SERIAL. BASELINE GRID. THE USE OF WHITE.	X				ANALYSIS OF DIFFERENT KIND OF LAYOUTS.	1,5
10	CREATION OF THE LAYOUT AND DIFFERENT KINDS OF SIMPLE GRID AND EXPLANATION OF DIFFERENT FACTORS IMPLIED IN BUILDING THE LAYOUT.		X		NEWSROOM (COMPUTER ROOM)	CREATION OF A DOUBLE PAGE	1,5
11	4. CREATION OF THE GOLDEN RATIO AND FIBONACCI SERIALS	X				ANALYSIS OF GOLDEN RATE	1,5
12	LEARNING TO CREATE THE GOLDEN RATIO TAKING IN CONSIDERATION FIBONACCI MEASURES.		X		NEWSROOM (COMPUTER ROOM)	LEARNING TO CREATE PAGES CONSIDERING GOLDEN RATIO.	1,5
13	5. GRID. DIFFERENT SYSTEMS AND GRID SCHEMAS. THE MODULAR SYSTEM.	X				ANALYSIS OF DIFFERENT GRID SYSTEMS.	1,5
14	LEARNING TO CREATE A GRID FOR FINAL WORK OF THE NEWSPAPER.		X		NEWSROOM (COMPUTER ROOM)	CREATION OF MATRIX GRID	1,5
15	5. THE MODULATED PAGE AND MODULAR SYSTEM.	X				EXPLANATION OF DIFFERENT MODULAR SYSTEMS.	1,5
16	LEARNING TO DESIGN THE MODULAR LAYOUT.		X		NEWSROOM (COMPUTER ROOM)	DESIGNING THE MODULAR LAYOUT WITH AN EDITION TOOL.	1,5
17	6.1. TIPOGRAPHY. General Concepts	X				LEARNING TO CREATE TYPOGRAPHIC FAMILIES.	1,5
18	LEARNING TO CREATE TYPOGRAPHY AND TO APPLY TYPOGRAPHIC SETTINGS.		X		NEWSROOM (COMPUTER ROOM)	CREATION OF TYPOGRAPHY.	1,5

19	6.2. TYPOGRAPHY. Clasifications. The anatomy of the type. Different elements which organize connotations of the text, of paragraph and special characters. Clasification systems. Typographic readability.	X				MAIN PROPERTIES TO BE CONSIDERED IN CREATION OF TYPOGRAPHIES.	1,5	
20	APPLYING INFORMATIVE HIERARCHICAL AND OF HEADLINES IN LAYOUT WITH VALUES LIKE BASELINE, HORIZONTAL SCALE AND LEADING ACCORDING TO INFORMATIVE PARAGRAPH. PRESENTATION AND ADAPTATION OF FRUTIGER GRID.		X		NEWSROOM (COMPUTER ROOM)	CREATION OF TYPOGRAPHIES	1,5	
21	7. IMAGE. TREATMENT OF IMAGE IN PRESS.	X				ANALYSIS OF JOURNALISTIC IMAGE.	1,5	
22	LEARNING TO SELECT IMAGES FOR PRESS RECEIVED FROM DIFFERENT INTERNATIONAL AND NATIONAL PRESS AGENCIES.		X		NEWSROOM (COMPUTER ROOM)	FITTING A SELECTED IMAGE TO LAYOUT IN EDITION TOOL.	1,5	
23	7. TECHNICAL SETTINGS AND CAPTURE PROCESSES OF IMAGES. PHOTOGRAPHY OF PRESS v PHOTOJOURNALISM	X				TAKING IMAGES WITH REFLEX CAMERAS TO RECALL INFORMATIVE PICTURES FOR FINAL WORK.	1,5	
24	LEARNING TO TAKE IMAGES ACCORDING TO DIFFERENT LEVELS OF RESOLUTION AND INTRINSIC QUALITIES OF THE IMAGE.		X		NEWSROOM (COMPUTER ROOM)	USING IMAGES SEARCH ENGINESFOR RETRIEVAL OF IMAGES.	1,5	
25	8. COLOUR. TECHNICAL ASPECTS OF THE COLOUR. INKS AND CONTROL OF THE COLOUR. PSYCOLOGY OF THE COLOUR.	X				ANALYSIS OF USE AND APPLICATION OF COLOUR IN PRESS AS IDENTITY OF THE NEWSPAPER.	1,5	
26	HOW TO USE THE COLOURS CONSIDERING THE PANTONE TOOLBOX AND CHROMATIC CIRCLE.		X		NEWSROOM (COMPUTER ROOM)	USE OF COLOUR TOOLBOX CONSIDERING COLOUR USED BY EACH NEWSPAPER.	1,5	
27	8. COLOUR. PSYCHOLOGY OF THE COLOUR.	X				ANALYSIS OF PSYCOLOGY OF THE COLOUR CONSIDERING THE CULTURAL ENVIRONMENT OF EACH NEWSPAPER.	1,5	
28	CREATING SECTION LAYOUTS AND APPLYING COLOUR TO CREATE AN ORDER OF DIFFERENCE.		X		NEWSROOM (COMPUTER ROOM)	DESIGN OF SECTION LAYOUTS.	1,5	

29	9. INFOGRAPHY. INFOGRAPHIC STRUCTURE.	X				VISUALIZATION OF INFORMATIVE INFOGRAPHIES.	1,5	
30	LEARNING TO CREATE THE INFOGRAPHIC SKETCH AND STRUCTURE OF THE INFOGRAPHY.		X		NEWSROOM (COMPUTER ROOM)	APPLYING THE INFOGRAPHIC SKETCH TO AN INFOGRAPHY INSERTED IN A BLOCK OF TEXT.	1,5	
31	10. FUTURE PERSPECTIVES OF DESIGN IN JOURNALISTIC MEDIA. FORMAL TIPOLOGY OF PRESS MEDIA. "SOFT NEWS", EXTRAS AND SUPPLEMENTS.	X				ANALYSIS OF FUTURE TRENDS IN DESIGN	1,5	
32	MAKING THE FINAL WORK OF THE NEWSPAPER.		X		NEWSROOM (COMPUTER ROOM)	DESIGN AND CREATION OF A STYLE SHEET, TO LAYOUT, TO EDIT AND PRINT THE NEWSPAPER WITH FINAL ORIENTATIONS OF TEACHER.	1,5	
	Reviews, tuitations, presentation of works, etc							
	PREPARATION OF ASSESMENT AND ASSESMENT						3	