



## IDENTIFYING DATA

### Advertising, graphic arts and typeface

|                     |   |          |      |            |
|---------------------|---|----------|------|------------|
| Subject             | Advertising, graphic arts and typeface  |          |      |            |
| Code                | P04G190V01906   |          |      |            |
| Study programme     | Grado en Publicidad y Relaciones Públicas   |          |      |            |
| Descriptors         | ECTS Credits  | Choose   | Year | Quadmester |
|                     | 6   | Optional | 4th  | 1st        |
| Teaching language   | Spanish   |          |      |            |
| Department          |   |          |      |            |
| Coordinator         |   |          |      |            |
| Lecturers           |   |          |      |            |
| E-mail              |   |          |      |            |
| Web                 |   |          |      |            |
| General description | In this course, the fundamentals and main lines of typography and its various applications will be introduced. Similarly, graphic arts and, by extension, different printing techniques will be explored. |          |      |            |

## Training and Learning Results

|      |  |  |  |  |
|------|--|--|--|--|
| Code |  |  |  |  |
| A5   | That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.  |  |  |  |
| C1   | Knowledge of the historical evolution of the advertising communication and of the public relations, as well as of the industrial aspects, socio-political and aesthetic that influence on their elements, forms and processes. |  |  |  |
| C5   | Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.   |  |  |  |
| C13  | Expressive dexterities: ability and skill to give creative form to the message. Realization of basic advertising pieces and supervision of its definitive production.  |  |  |  |
| D4   | Managerial competences: ability to administer the time, with skill to the organization of tasks.   |  |  |  |

## Expected results from this subject

| Expected results from this subject   | Training and Learning Results |           |
|--|-------------------------------|-----------|
| Identify the universe and of the history of the graphic arts   | C1                            |           |
| Identify the universe and the history of the typography  | C1                            |           |
| Recognise the business structure of the graphic arts and his social and economic surroundings  | C1                            |           |
| Recognise the business actuality of the foundries typographies and of the business of the commercialisation of types   | C1                            |           |
| Identifying ideological trends in the development of typography: Schools and great typographers.   | C1                            |           |
| Analyze the effectiveness and suitability of different typefaces in advertising messages and media.  | C5                            |           |
| Show the skill of attention of the customers from the commercial departments of the printings.   |                               | D4        |
| Practise with the programs of design, oriented to the typography and to the graphic arts.  | A5                            | C13       |
| Demonstrate practical skills in creativity in graphic arts and typeface design.  | A5                            | C5<br>C13 |
| Organise the work on the distribution of the time of the matter to make the distinct commissions and establishment of terms of delivery, like a recreation of the real work. |                               | D4        |

## Contents

|  |   |  |
|--|---|--|
| Topic  |   |  |
| 1.- Historical introduction to the typography. | Of the calligraphy to the mobile types.                               |  |
| 2.- Families, types and classifications.       | Fonts, styles, type anatomy, character parts, structures, and trends. |  |

|  |  |
|--|--|
| 3.- Typography layout.                               | Typometry, middle eye, line spacing, letter spacing, justification, layout, and aesthetics.  |
| 4.- Types and typographers                           | Types of letter and his differentiation. typographers more important.  |
| 5.- Introduction to the graphic arts.                | History and actuality.   |
| 6.- Stages of the graphic product inside a printing. | From prepress to final product.  |
| 7.- Technical of impression and of stamping.         | Of the impression typography to the modern systems. Of the rotary to the machine of eight bodies offset. serigraphy, recorded, lithography, etc. |
| 8.- The professional relation with the printing.     | Request of budgets and preparation of the leaves of request.   |

### Planning

|                        | Class hours | Hours outside the classroom | Total hours |
|------------------------|-------------|-----------------------------|-------------|
| Mentored work          | 24          | 66                          | 90          |
| Seminars               | 1           | 3                           | 4           |
| Lecturing              | 22          | 22                          | 44          |
| Essay                  | 1           | 2                           | 3           |
| Essay                  | 1           | 1                           | 2           |
| Essay                  | 1           | 2                           | 3           |
| Essay                  | 1           | 2                           | 3           |
| Systematic observation | 1           | 0                           | 1           |

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

|               | Description  |
|---------------|--|
| Mentored work | They constitute the most important part of the matter. They will make of individual way or forming teams and will have the greater educational weight, so much in hours as in the total of the evaluation.   |
| Seminars      | They will use , fundamentally, for the put in common of the works made, for the queries and debates on the central subjects of the matter and for the realisation of individual or collective presentations. |
| Lecturing     | It is, by definition, the time devoted to give the theoretical contents of the matter and some that, although of character rather practical, need an explanation on his function or operation.               |

### Personalized assistance

| Methodologies | Description                                      |
|---------------|--|
| Lecturing     | In the theoretical sessions                      |
| Mentored work | In the practical sessions and tutoring schedules |
| Seminars      | In the practical sessions                        |

### Assessment

|                        | Description                        | Qualification | Training and Learning Results |
|------------------------|------------------------------------|---------------|-------------------------------|
| Essay                  | Work with the typography           | 20            | C1<br>C5                      |
| Essay                  | Work related with the typography   | 20            | C1<br>C5                      |
| Essay                  | Work related with the graphic arts | 20            | C1<br>C5<br>C13               |
| Essay                  | Work related with the graphic arts | 20            | C1<br>C5<br>C13               |
| Systematic observation | Assistance to class                | 20            | A5                            |
|                        |                                    |               | D4                            |

### Other comments on the Evaluation

#### INSTRUCTIONS ON THE CONTINUOUS EVALUATION SYSTEM

Practical work and percentage of assessment

The course is structured around several assignments. These practical assignments constitute 80% of the grade. Attendance to class, which is mandatory, accounts for the remaining 20%.

P1. Practical Assignment 1. Valuation of 20% of the total grade. Information about the tasks to be carried out, their format,

length, evaluation rubric, and submission channels will be explained by the instructor.

P2. Practical Assignment 2. Valuation of 20% of the total grade. Information about the tasks to be carried out, their format, length, evaluation rubric, and submission channels will be explained by the instructor.

P3. Practical Assignment 3. Valuation of 20% of the total grade. Information about the tasks to be carried out, their format, length, evaluation rubric, and submission channels will be explained by the instructor.

P4. Practical Assignment 4. Valuation of 20% of the total grade. Information about the tasks to be carried out, their format, length, evaluation rubric, and submission channels will be explained by the instructor.

A1. Attendance to class sessions. Valuation of 20% of the total grade. Attendance will be recorded in all course sessions (Sign-in sheet indicating name, ID, and signature). This will be the evidence to demonstrate attendance and the only way to access the 20% valuation. Attendance is mandatory, and in case of absence, it must be justified.

## **SECOND CHANCE. BRIEF DESCRIPTION**

Students who are enrolled in continuous evaluation must pass in the second opportunity all those methodologies or tests that they did not pass in the first opportunity.

To coordinate the second chance, students must contact the responsible instructor, who will establish the relevant tests.

The conditions for the second chance described here apply to all subsequent opportunities.

## **INSTRUCTIONS ON THE GLOBAL EVALUATION SYSTEM**

The default evaluation system at the University of Vigo is the continuous evaluation system. Students who opt for the global evaluation system must follow the following guidelines.

Formal requirements prior to evaluation:

Students must inform the instructor of their express resignation from the continuous evaluation system within the deadline established by the center, attaching the document provided for this purpose and signed.

Test 1. Theoretical exam. The theoretical exam will be carried out. The exam has a value of 40% of the total grade, and it is necessary to obtain a minimum grade of 5 points to pass this part. A lower grade will not be considered as an average with the other tests.

Test 2. Practical assignments. Students must submit the four assignments proposed by the instructor. The set of assignments (4) has a value of 30% of the total grade. A minimum grade of 5 points must be obtained in each assignment to pass this part. A lower grade will not be considered as an average with the other tests. The assignments will be submitted on the date and time of the exam.

Test 3. Practical activity. After taking the theoretical exam, students enrolled in continuous evaluation must attend with the instructor to the usual practice room, where they must carry out practical activities similar to those carried out by students enrolled in the continuous evaluation system. The test will last a maximum of two hours from the beginning of the activity. The details of the tests and the evaluation criteria will be sent to students no later than one month after their resignation from the continuous evaluation system. The selection of practical activities, as a whole, has a weight of 30% of the total grade. A minimum grade of 5 points is required to pass this part. A lower grade will not be considered as an average with the other tests.

Other aspects to consider

This course is taught in PRESENCIAL mode, so it is the duty of students to attend the teaching sessions at the time established by the center.

As already indicated when explaining the continuous evaluation system, attendance of the members present will be recorded in all sessions (Sign-in sheet indicating name, ID, and signature).

This regulation applies to all students enrolled in this course WITHOUT EXCEPTION.

For everything not expressly contemplated and/or detailed in this guide, the instructions of the Regulation on Evaluation, Grading, and Quality of Teaching and the Student Learning Process (Approved in the plenary session on April 18, 2023) will be taken as reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565> ↗

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## **Sources of information**

### **Basic Bibliography**

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Martín Montesinos, J. L. y Mas Hurtuna, M., **Manual de tipografía. Del plomo a la era digital.**, Ed. Campgràfic., 2001

Bann, David, **Actualidad en la producción de artes gráficas**, Ed. Blume., 2008

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#### **Complementary Bibliography**

Ambrose, G., **Fundamentos de la tipografía**, Perramón ediciones, 2007

Aicher, Otl, **Tipografía**, Ed. Campgràfic., 2004

Gutiérrez González, P.P., **Teoría y práctica de la publicidad impresa**, Ed. Campgràfic., 2006

Jury, D., **¿Qué es la tipografía?**, Ed. Gustavo Gili, 2007

Rodríguez, D., **Manual de tipografía digital**, Campgràfic, 2016

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#### **Recommendations**

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#### **Subjects that it is recommended to have taken before**

Communication: Written Communication/P04G190V01201

Print advertising production/P04G190V01505