



IDENTIFYING DATA

(*)Deseño para medios dixitais

Subject	(*)Deseño para medios dixitais			
Code	P04M082V11117			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	Abuín Penas, Javier García Ariza, Alberto José Legerén Lago, Beatriz			
E-mail	blegeren@uvigo.es			
Web	http://http://masterdirecciondearte.webs.uvigo.es/			
General description	Introduction to the development, analysis, and design of interactive and digital projects. Knowledge of content management (CMS), SEO positioning, and web analytics.			

Training and Learning Results

Code	
A1	(*)Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación.
A2	(*)Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
A3	
B1	(*)Capacidad para generar nuevas ideas (creatividad).
B2	(*)Capacidad de tomar decisiones fundamentadas y resolver problemas en contextos profesionales en relación con el ámbito de la comunicación publicitaria y los procesos creativos.
B4	
B6	(*)Capacidad para diseñar y gestionar proyectos complejos en el ámbito de la Publicidad y el Diseño.
C1	Dominio de los conocimientos e instrumentos necesarios para el desempeño competente, autónomo o colaborativo, de las actividades de carácter profesional vinculadas a la creatividad publicitaria
C3	Fomentar la capacidad analítica, crítica y reflexiva en relación la creatividad publicitaria, con un conocimiento teórico, técnico y estético sobre los orígenes, el panorama actual y las nuevas tendencias de la dirección de arte en publicidad.
C9	Capacidad para crear y desarrollar ideas de proyectos en el ámbito publicitario que se adapten adecuadamente a los posibles cambios o a los nuevos entornos del mercado.
C10	Capacidad para concebir y diseñar mensajes creativos eficaces en el marco de una estrategia publicitaria, orientados a distintos medios y soportes y en función de los públicos designados.
C14	Habilidad para la organización y temporalización de las tareas de cara a cumplir los plazos de entrega de los originales de acuerdo con una estrategia publicitaria determinada.
D1	(*)Capacidad para comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

Expected results from this subject

Expected results from this subject	Training and Learning Results
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Comprise as it works internet	A1 C1 D1
Propose interactive projects of innovative content applying the base of the interactive communication	B1 B2 B4 B6 C3 D4
Create a web page with a CMS with specific guidelines	A2 A3 B4 B6 C9 C10 C14 D4
Customise the graphic appearance of a web page / blog applying styles CSS	A2 B2 C9 C10 D4
Dominate the technicians of editorial for web and blogs, in accordance with the criteria CATHEDRAL and the understanding of the analytical web	A2 B2 C9 C14 D4

Contents

Topic	
Of the idea to the screen	Introduction to the development of interactive projects
Analysis and Design of projects web and digital	Principles of the web design. Technical analysis of webs
Know and develop systems of management of contents (CMS)	Basic principles of HTML and CSS Design, configuration, handle and management of Wordpress Implementation of changes of style in CSS in Wordpress
SEO positioning	Principles of SEO positioning On-page SEO Off-page SEO Future perspectives of SEO.
Analytical Web	Installation of a solution of analytical Main metric. Understanding and reports of analytical web

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	4	4	8
Project based learning	12	37	49
Collaborative Learning	6	10	16
Systematic observation	2	0	2

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

Methodologies

	Description
Lecturing	Exhibition by part of the professor/the one of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise that the/the student has to develop
Project based learning	Realisation of activities that allow the cooperation of several matters and confront to the students/the, working in team, to open problems. They allow to train, between others, the capacities of learning in cooperation, of leadership, of organisation, of communication and of strengthening of the personal relations
Collaborative Learning	The students will have to make in group the conceptual design of a web on a subject assigned by the educational.

Personalized assistance

Methodologies	Description
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Lecturing	They will attend and they will resolve the exposed doubts by the students in relation with the contents of the matter
Collaborative Learning	Along the collaboration work developed in the classroom, the professor will attend the doubts of the students

Assessment

Description	Qualification	Training and Learning Results			
		A1	B4	C3	D4
Project based learning (*)Desenvolvemento e execución dunha páxina web a través de un CMS coa súa optimización e revisión.	40	A2		C9	
Collaborative Learning (*)Deseño conceptual dunha web, dende a idea o mockup	40		B1	C1	
Systematic observation(*)Asistencia e participación na aula e / ou en actividades programadas	20	A3	B2	C14	D1
			B6		

Other comments on the Evaluation

The student will opt for two types of assessment: continuous assessment and global assessment

The students must inform the teacher of their express resignation to the continuous evaluation system within the period established by the center for that purpose, together with the completed and signed document authorized for that purpose.

1- Continuous evaluation. The previous percentages and concepts (Project-based learning, collaborative learning and systematic observation) will be applied, with the following considerations: Class attendance is mandatory since one of the methodologies is collaborative learning (they will work in a team), so it is recommended that students who choose continuous assessment attend.

In the second call (July) the same qualification criteria will be applied, although the Collaborative Learning and Systematic Observation will not be re-evaluated, maintaining the qualification of the first edition. The student will have to improve his grade through an individual project.

2. Global assessment - In accordance with what is established in the Student Statute of the University of Vigo, students who do not opt for the continuous assessment modality will have the right to a global test on the dates determined by the Faculty. It will be a single test and will have a grade between 0 and 10, just like in the continuous assessment. The global assessment test will be held on the date and time scheduled by the center in the official exam calendar.

The student must pass each and every one of the evaluation tests provided below, obtaining a minimum qualification of 5 points in each of them.

This modality will consist of three practices, two of which must be delivered on the day of the exam and the presentation of the work.

1. preparation of the design of a website presenting the requirements document thereof (40%)
2. project development through a CMS (40% of the grade),
3. and presentation of the same (20%).

In the second call (July) the same qualification criteria will be applied.

NOTES OF INTEREST

- The student must pass with the minimum mark (5 points out of 10 or equivalent) each of the assignments or exercises included in each of the methodologies or tests.
- It is necessary to deliver and pass all proposed activities and work to pass the subject.
- The detection of fraudulent practices or plagiarism of code will lead to suspension in the matter.

Sources of information

Basic Bibliography

Complementary Bibliography

Xabier Martínez Rolán, **Diseño de Páginas Web: WordPres para todos los públicos**, UOC, 2019

Javier Eguiluz Pérez, **Introducción a CSS**, 2009

Recommendations
