



## IDENTIFYING DATA

### Design projects

Subject	Design projects			
Code	P01G010V01905			
Study programme	Grado en Bellas Artes			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	#EnglishFriendly			
Department				
Coordinator	Soler Baena, Ana María			
Lecturers	Covelo Pérez, Marcos Alberto Soler Baena, Ana María			
E-mail	anasolerbaena@gmail.com			
Web	http://anasoler.es			
General description	The subject will have an aim *prioritario directed to the development of the capacity creator of the student. It is our intention that of parallel form to the discovery, knowledge and experimentation of the technicians and the theories of design that conform the program, the student put of relief his artistic interests and work in the research of his idea and development of his own language through the means that offer him with professionalism.			

## Training and Learning Results

Code	
C1	Critical understanding of the history, theory and present-day discourse of art. Analytical assimilation of the concepts on which art is based.
C4	Critical understanding of the performative dimension of art and the social influence of art. To analyze the reciprocal influence between art and society.
C5	Knowledge of present-day art theory and discourse, as well as the thinking of present-day artists through their works and texts. To constantly update direct knowledge of art through its own creators.
C7	Knowledge of the specific vocabulary and concepts of each particular artistic technique. To know the specific creative languages.
C8	Knowledge of the different functions art has played throughout its historical development. To study the development of the roles of art throughout time.
C9	Knowledge of methods of production and artistic techniques. To analyze the processes of artistic creation.
C12	Knowledge of the materials and their derived processes of creation and/or production. To know the materials, procedures and techniques associated to each artistic language.
C19	Ability to identify and understand art issues. To establish the aspects of art that give rise to creation processes.
C31	Ability to create and manage artistic production. To be able to establish the necessary planning programs in processes of artistic creation.
C32	Ability to apply specific technologies professionally. To use the appropriate tools for one's artistic languages.
C33	Ability to cooperate with other disciplines. Establishing links and exchange channels with other fields of knowledge.
C42	Artistic creation skills and ability to construct works of art. To acquire the specific skills of artistic practice.
C43	Ability to establish systems of production. To develop strategies applied to the systematic development of artistic practices.
C44	Ability to carry out, organize and manage innovative artistic projects.
C47	Ability to carry out and integrate artistic projects in wider contexts. To develop strategies of dissemination of artistic creation beyond its field of activity.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
THE student will have knowledge of the fundamental principles of the design	C1 C7

The student will have knowledge of the origins, development and current state of the discipline.	C1 C5 C7
The student will have knowledge of the different fields and applications of the design.	C4 C8
THE student will learn to handle the technical resources applied to the design.	C7 C9 C12
The student will learn to develop creative projects in this field	C19 C32
The student will be qualified to integrate technical resources, formal and conceptual of the art in the design.	C32 C33
The student will have the capacity to integrate the resources of the design in the field of the artistic creation.	C31 C33
The student will purchase skill in the use of specific computer tools.	C42
The student will learn to develop and to apply the graphic design on diverse supports and contexts.	C47
The student will purchase the skill for the development of projects of design.	C43 C44

## Contents

### Topic

#### CORPORATE IDENTITY

1. Historical introduction: Origin and evolution of the corporate Image. The 20th century.
2. Components of the Corporate Identity. The mark.
  - 2.1. The verbal signs and charts that distinguish the mark, that act like guarantee of the rest of the communication of the company and/or of the product or service.
  - 2.2. The group of resources of commercial communication that relate with the mark and, very especially, the psychological strategies of visual perception for the advertising communication.
3. The corporate image: The verbal and graphic signs
  - 3.1. Verbal signs: The name adopted: Element that can be written or pronounced and that constitutes the first data of the visual design of the mark.
  - 3.2. Graphic signs:
    - 3.2.1. The symbol or \*imago tipo,
    - 3.2.2. The logo
    - 3.2.3. The corporate colour
    - 3.2.4. The corporate typography
4. Process of design of a corporate image
  - 4.1. Realisation of the \*Briefing: previous Study
  - 4.2. Design of the corporate identity
    - 4.2.1. Design of the graphic signs of the corporate identity
    - 4.2.2. Application of the corporate image to different products.
- Or Cards
- or \*Sobres
- or Letters
- Other applications (CD)
- 4.3. Preparation of the manual of norms of uses and application of the corporate visual identity
5. \*Rediseño Of a corporate image.
- Processes of \*adecuación and update of corporate images
6. Tools of work in graphic Design
7. Presentation of the works. How present works of graphic design to the customer, how deliver the archives for the printing, how elaborate budgets of works of design, etc.

## Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	27	69.5	96.5
Problem solving	3	5	8
Studies excursion	3	0	3
Case studies	2	0	2
Lecturing	10	0	10

\*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	Developments of specific projects in base to the contents of the course.
Problem solving	Resolution of problems of conjoint and global form relative to each exercise presented in the classroom.
Studies excursion	Visit to printing
Case studies	*Analysis Of real practical cases of Manuals of corporate Image.
Lecturing	Theoretical lessons-practical related with the contents of the matter.

### Personalized assistance

Methodologies	Description
Mentored work	The works of the classroom will consist in practical exercises of graphic design and publisher by computer. Utilisation of the programs *Illustrator and *Indesign.
Problem solving	It will pose him to the student resolve problems of composition in *pagina and sections, *retícula, utilisation of typography and hierarchy in the information.
Case studies	For the learning will use resources of visualisation of images and processes: -direct Observation of works made by students of previous courses. -Analysis of images reproduced so much in books or magazines as in different audiovisual means (slides, video, etc.) -Study and analysis of manuals of corporate image of companies and real institutions. Application of the same to different supports and actions communications of the company.

Tests	Description
Essay	Each student will make a project of design of Manual of corporate image that will contain: 1.*Briefing: Brief description/analysis of the company, the product, the market, the publish objective and the consumer, the aims of marketing and the aims of the advertising. 2.*Logo: Mark *impresa to colour (verbal element and image), symbol marks in black and white, positive negative, Scale of grey or *monotono. Proofs of *escalabilidad Grid and *proporcionalidad (*x), margin of protection wrong Uses Study of typography: families of sources used (name and impression of family *tipográfica complete), Study of the corporate colour: chromatic basic Diagram (Models: *Pantone, Hexadecimal or web , *CMYK and *RGB) Outlines (optional) 3. *Papelería Corporate. Physical impression and development. Card/*s: Obverse and *reverso *impresa in the paper or cardboard chosen. Measures of the card and Data of the paper: Manufacturer, colour, grammages, etc. On: American or another format form in the paper or cardboard chosen. Deployment. Data of the paper: Manufacturer, colour, grammages, etc. Letter: To4 or similar, Obverse and *reverso *impresa in the paper or cardboard chosen. Data of the paper: Manufacturer, colour, grammages, etc. *Reticula, measures and proportions 4. Application Develop of two products and application of the *logo.

### Assessment

	Description	Qualification	Training and Learning Results
Mentored work	He method of evaluation regarding the works made in him classroom will make under a work of personal follow-up of him process of development of the exercises, in base to the following criteria: - He aesthetic and functional interest of the projects made. - The understanding and correct utilisation of the technical and computer processes. - The coherence of all the exercises of him student. - Correct wool realisation of the projects and proofs required in him classroom in the terms stipulated. It will be compulsory wool realisation of partial deliveries of the exercises with him objective to make a follow-up of the work by part *dell professor.	30	C1 C4 C5 C7 C8 C9 C42 C43
Problem solving	The resolution of problems and exposed exercises in the classroom will be fundamental for the realisation of the personal follow-up and evolution of the works and projects of the students. The student will have to *obligatoriamente and periodically assist the these classes of resolution of problems and exercises, so that the professor can have proof of his evolution and, in base to her, make the pertinent evaluation of this appearance.	15	C7 C19 C31 C32
Studies excursion	It will be recommended the assistance the each one of the workshops scheduled in the development of the *cuatrimestre.	7	C12

Case studies	It will value the opinion and critical capacity in base to the enlargement of knowledges.	8	C1 C4 C5 C7 C8
Essay	The method of evaluation of the final projects presented by each student will govern in base to the following criteria: - The aesthetic and functional interest of the projects made. The student will have the option to establish a debate inside the group of the class in defence of the assessment of his work. In contrary case, the professor will value this appearance unilaterally. - The coherence of all the projects of the student. - The methodology and planning of the work. - Work of reflection and previous study to the process of preparation of a project. - The correct realisation gave projects required in the matter in the terms stipulated. - The correct formal preparation (digital and of impression) and his presentation.	40	C9 C12 C19 C31 C32 C33 C42 C43 C44 C47

## Other comments on the Evaluation

### 7. SYSTEM OF EVALUATION

&\*nbsp;

#### 7.1. CRITERIA OF EVALUATION

&\*nbsp;

The method of evaluation of the subject , will make of continuous form under a work of follow-up in the classroom of the process of development of the personal works presented by each to student, and governs in base to the following criteria:

##### 7.1.1. General criteria of evaluation

The artistic and functional interest of the works of design made. The student will have the option to establish a debate inside the group of the class in defence of the assessment of his work. In contrary case the professor will value this appearance unilaterally.

The understanding and correct utilisation of the technical and computer processes.

The capacity of experimentation and the curiosity researcher of the student.

The coherence or incoherence of all the exercises of the student.

The methodology and planning of the work. Work of reflection and previous study to the process of the preparation of a design.

The assistance to class and suitable attitude and interest in the classroom

The correct realisation of the works and proofs required in the subject in the terms stipulated.

##### 7.1.2. Criteria of evaluation of the matter.

&\*nbsp;

Practical.

The formal coherence, aesthetic and conceptual of the elements used in the exercise and his \*adecuación to the proposal.

The visual hierarchy and composition.

The correct formal preparation (digital and of impression) and his good presentation.

The creativity and originality in the approach of the exercise inside the specificity and the guidelines of the project as well as the interrelationships with the proposals of the Contemporary Design.&\*nbsp;

Theorist

The enlargement of the knowledges given in class.

Understanding in depth of the concepts that have explained and the consistent clarity of expression of the same.

Capacity of analysis and of relation between different contents.

Correct use of the terminology and of the appointments.

Originality and rigour in the approach of the subject.

Good presentation of the exercises and works proposed.

To the hour to evaluate, differentiated clearly, the minimum contents whose \*superación suppose the approve the matter and of which serve to establish punctuations higher.

It will not collect any work and therefore it will not be evaluated, those students(ace) that have not delivered previously  
&\*nbsp;the index card of the matter with a recent photo.

## 7.2. Ordinary announcement of December

For the evaluation of the academic course in the announcement of December and like this approve by course, the \*profesorado will demand the minimum presentation of a series of deliveries-corrections of the work of the course along the \*cuatrimestre and that the student will have to surpass with a minimum qualification of [sufficient] in the dates stipulated. These deliveries-corrections will complete with the final delivery of the Global Personal Project.

DELIVERY OF WORKS: The student(to) will be forced to the deliveries-corrections of the work(\*s) proposed(\*s) by the professors during the academic course.&\*nbsp;

it will be necessary to make at least 80% of these deliveries to be able to be evaluated.

PROOF \*TEORICA-PRACTISES: In addition to said delivery, the professors reserve the option to make a theoretical proof and another practice in case to consider it necessary, consisting:

-&\*nbsp;

Proof of theoretical character,

&\*nbsp;based in the specific contents of the programming. Only in the case that the student surpass this exercise will happen to make the following proof of practical character.

-&\*nbsp;

Proof of character practise

, consistent in the realisation of a work based in the practices developed during the course. (Practical exercise in the computer, \*Indesign and \*Illustrator)

&\*nbsp;To approve the matter through the system of [proofs of recovery], is indispensable to surpass the two parts that form this announcement: - Delivery of the exercises&\*nbsp; - Tests theoretical-practical.&\*nbsp;

## 7.3. Extraordinary announcement of Julio:

When the student(to) do not reach the level demanded or do not present to the normal announcements of evaluation of the course, articulates a system of [proofs of recovery]. Besides the student(to) will have of the extraordinary announcement of Julio.

DELIVERY OF WORKS: The student(to) will be forced to the deliveries-corrections of the work(\*s) proposed(\*s) by the professors during the academic course.&\*nbsp;

it will be necessary to make at least 80% of these deliveries to be able to be evaluated.

PROOF \*TEORICA-PRACTISES: In addition to said delivery, the professors reserve the option to make a theoretical proof and another practice in case to consider it necessary, consisting:

-&\*nbsp;

Proof of theoretical character,

&\*nbsp;based in the specific contents of the programming. Only in the case that the student surpass this exercise will happen to make the following proof of practical character.

-&\*nbsp;

Proof of character practise

, consistent in the realisation of a work based in the practices developed during the course.&\*nbsp;(Practical exercise in the

computer, \*Indesign and \*Illustrator)

&\*nbsp;To approve the matter through the system of □proofs of recovery□, is indispensable to surpass the two parts that form this announcement: - Delivery of the exercises&\*nbsp;- Tests theoretical-practical.&\*nbsp;

Test of evaluation of extraordinary announcements

<http://belasartes.uvigo.es/bbaa/index.php?id=79>

---

## Sources of information

### Basic Bibliography

#### Complementary Bibliography

ADAM. Eileen Gray, **architect-designer**. Harry N. Abrams, Inc. Publishers,  
AICHER y KRAMPEN., **Sistemas de Signos en la Comunicación Visual.**, Gustavo Gili,  
AICHER, Olt □ KRAMPEN, Martin, **Sistemas de signos en la comunicación visual**. Gustavo Gili S.A. de C.V, Gustavo Gili Diseño,  
ALBERS., **La interacción del color**, Alianza Forma,  
ARHEIM, **Arte y Percepción Visual**, Alianza Forma,  
CORREDOR-MATHEOS, José. André Ricard, **diseñador**, Ediciones del Serbal,  
FRUTIGER, Adrian, **Signo, símbolos, marcas y señales**, Gustavo Gili S.A. de C.V., G. G. Diseño,  
GIBSS, David (Ed.), **The Compendium**. Pentagram, Phaidon Press Limited,  
MÜLLER-BROCKMANN, Josef, **Historia de la comunicación visual.**, Gustavo Gili S.A. de C.V. Gustavo Gili Diseño,  
MÜLLER-BROCKMANN, Josef, **Sistemas de retículas. Un manual para diseñadores gráficos**, Gustavo Gili S.A. de C.V., G.G. Diseño,  
SATUÉ, Enric, **El diseño gráfico. Desde los orígenes hasta nuestros días**, Alianza Editorial S.A.,

---

## Recommendations

### Subjects that continue the syllabus

Computer science: Computer techniques/P01G010V01103

Artistic production: image 2/P01G010V01602

---

### Subjects that are recommended to be taken simultaneously

Digital graphics projects/P01G010V01908

---

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

Computer science: Computer techniques/P01G010V01103

Graphic techniques/P01G010V01305

Artistic production: image 2/P01G010V01602

Digital graphics projects/P01G010V01908