



## IDENTIFYING DATA

### Print advertising production

Subject	Print advertising production			
Code	P04G190V01505			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Molares Cardoso, Julinda			
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Web				
General description	This is a subject deeply linked to advertising graphic design and its relationship with printing, whether in media, graphic arts, posters, or any manifestation that requires these techniques. Typography, color, print media, graphic arts, company publications, and an introduction to graphic design form the backbone of the subject.			

## Training and Learning Results

Code	
A4	That the students can transmit information, ideas, problems and solution to an audience specialized as much as no specialized.
C3	Knowledge of the structure of the advertising means: characteristics, typologies and problematic.
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.
C12	Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.
C13	Expressive dexterities: ability and skill to give creative form to the message. Realization of basic advertising pieces and supervision of its definitive production.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
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 advertising field form and his relation with the graphic design.	C3		
Bill the strategies for the creation and production of specific advertising messages for the half printed matter.	C5 C13		
Recognise the ideological supports of the graphic design: Schools and tendencies.	C5		
Describe the technical procedures for the creation and production of specific advertising messages for the half printed matter.	C5 C13		
Identify and analyse the means and supports that uses the print advertising.	C3		
Develop practical work focused on providing continuous attention to the same advertiser, in the field of printed advertising productions	C12 D2 D4		
Practise with the different programs of vectorial design.	C13 D2		
Analyse the possibilities of professional development, individual or in companies.	A4	C12	D3 D4
Formulate the general aims of work in the course.	A4	C12	D3

## Contents

Topic	
Subject 1. Graphic corporate identity. The manual.	General principles of the graphic corporate identity. The components of the graphic corporate identity. Work on the name of the mark. Elementary structures: The language of the forms. Logo and symbol. Studies of assessment and of applications. Presentation to the customer. Modalities of presentation. Corporate manual simple chart. Corporate manual complex chart.
Subject 2. The preparation of the announce form.	The layout of the advertising piece. Concept of blocks and grids. Types of fonts. Typographical concepts for advertising. Legibility. Words. Headlines. The slogan and the text. Graphic elements: Illustration and photography. Identification elements. Layout.
Subject 3. Introduction to the graphic design: Perception and realisation.	Considerations on advertising graphic design. Notes on perception. Basic components of the visual process. Sensorial and communicational aspects of color. Dynamics, sensation, and meaning of colors. Aesthetics and style in graphic composition. Basic aspects of graphic arts.
Subject 4. The advertising works of printing.	The poster. Company publications. Factors that affect the decision to make a company publication. Types of company publications. Corporate catalog. Product catalog. Mixed catalog. Distribution alternatives and costs.

## Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	8	10	18
Mentored work	10	50	60
Presentation	8	16	24
Lecturing	20	20	40
Objective questions exam	1	4	5
Essay	1	0	1
Essay	1	0	1
Essay	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
Seminars	The sessions will take place in the computer lab or in small seminars. Their content will refer to: Introduction to design software, preferably Adobe Illustrator; analysis of real works and other similar activities
Mentored work	Of individual character. His contents will be closely linked to all the steps that follows the advertising product form, from his initial contracting to his insertion in the distinct means and supports.
Presentation	The presentations of the individual works will have to be of character form, given the orientation of the matter. Besides, the quality of the presentation will have a similar importance to his contents. The presentations have his formal qualification, independently of the contents.
Lecturing	The theoretical part of the matter, will explain in sessions of masterclass, although with the participation of the students.

## Personalized assistance

Methodologies	Description
Mentored work	During practical sessions and tutoring hours. The objective is to resolve possible doubts that the student who has attended the theoretical and practical sessions may have.

## Assessment

	Description	Qualification	Training and Learning Results		
Objective questions exam	Exam on the theoretical contents taught in the subject.  The exam is a multiple-choice test with 50 questions. Each correct answer is worth 1 point, and each incorrect answer subtracts 0.5 points.  This test is worth 40% of the total grade, and it is necessary to obtain a minimum score of 50% to pass this part.	40		C3 C5 C13	
Essay	Work related with the preparation of a manual of graphic corporate identity.  This proof has a value of 20% on the total of the note being necessary to obtain a minimum qualification of 50% of the same to approve this part.	20	A4	C3 C5 C12 C13	D2 D3 D4
Essay	Work related with the preparation of an announcement form and a poster.  This proof has a value of 20% on the total of the note being necessary to obtain a minimum qualification of 50% of the same to approve this part.	20	A4	C3 C5 C12 C13	D2 D3 D4
Essay	Work related with the preparation of a corporate catalogue or of product.  This proof has a value of 20% on the total of the note being necessary to obtain a minimum qualification of 50% of the same to approve this part.	20	A4	C3 C5 C12 C13	D2 D3 D4

### Other comments on the Evaluation

#### CONTINUOUS EVALUATION

##### Theoretical part

To pass the theoretical part, students must pass an individual written exam (on the official date published by the institution) on the contents taught in the classroom and included in the program. The exam will be graded on a maximum of 10 points and represents 40% of the subject evaluation.

A minimum grade of 50% (5 points) is required to pass this part.

##### Practical part

To pass the practical part, students must submit each of the 3 printed assignments on the dates indicated at the beginning of the course. Practical assignments not submitted on the specified day without justified cause (reasons specified in the evaluation, grading, and teaching quality regulations approved by the faculty on April 18th, 2023) will be considered failed, and the student must submit them in the second chance exam.

Each practical assignment will be graded on a maximum of 10 points and represents 20% of the subject evaluation. A minimum grade of 50% (5 points) is required for each of the assignments to pass this part. Once the provisional grades of each practical assignment are published, 24 hours are allowed for revision, and after that, the grade is considered final.

Attendance to practical sessions is mandatory. Students who have 2 unjustified absences will not be evaluated and will be considered failed in this part and must attend the second chance exam.

Requirements to pass the subject

- Pass all practical assignments
- Pass the theoretical exam
- Attend classes

The final grade is the result of the theoretical and practical parts. The subject cannot be passed with any part failed.

#### SECOND CHANCE

##### Theoretical part

To pass the theoretical part, students must pass an individual written exam (on the official date published by the institution) on the contents taught in the classroom and included in the program. The exam will be graded on a maximum of 10 points and represents 40% of the subject evaluation.

A minimum grade of 50% (5 points) is required to pass this part.

##### Practical part

On the official exam day, the student must submit in printed format any assignments that they have failed. Each practical assignment will be graded on a maximum of 10 points and represents 20% of the subject evaluation.

A minimum grade of 50% (5 points) is required for each of the assignments to pass this part.

The final grade is the result of the theoretical and practical parts. The subject cannot be passed with any part failed.

## **OVERALL EVALUATION**

Students must inform the teacher of their resignation from the continuous evaluation system within the deadline established by the institution for this purpose, attaching the duly completed and signed document (by both the student and the teacher). Outside the deadline provided by the institution, students cannot opt for this evaluation system.

The global evaluation test will be carried out on the date and time scheduled by the institution in the official exam calendar. The student must pass each and every one of the planned evaluation tests detailed below, obtaining a minimum score of 5 points in each of them. Otherwise, they will not be evaluated, and the subject will be failed.

Given the length of the tests, students who choose the global evaluation must have 4 hours to complete them starting from the official start time of the subject's exam according to the official calendar.

Description of the tests:

Test 1. Theoretical exam. The theoretical exam planned for the subject will be carried out for both global and continuous evaluation. The exam will be evaluated with the same guidelines for all students. The exam is worth 40% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower qualification will not be used as an average with the other tests.

Test 2. Practical assignments. The student must submit the three assignments proposed by the teacher. The set of assignments (3) is worth 30% of the total grade. A minimum score of 5 points must be obtained in each of the assignments to pass this part. A lower qualification will not be used as an average with the other tests. The assignments will be submitted on the date and time of the exam. The details of the contents of the assignments, methodologies, and evaluation criteria will be provided to the global evaluation students once the deadline for express resignation from continuous evaluation is over.

Test 3. Practical activity. After completing the exam, continuous evaluation students must accompany the teacher to the usual practice room where they must carry out practical activities similar to those carried out by continuous evaluation students, using the same resources and equipment used by them. The test will last a maximum of two hours from the start of the activity. The details of the tests as well as the evaluation criteria will be sent to the students no later than one month after the effective resignation from continuous evaluation. The selection of practical activities, as a whole, is worth 30% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower qualification will not be used as an average with the other tests.

Summary of tests and percentage of valuation:

Test 1. Exam. Valuation of 40% of the total grade.

Test 2. Practical assignments. Valuation of 30% of the total grade.

Test 3. Practical activities. Valuation of 30% of the total grade.

Students must obtain a minimum score of 5 points in all tests.

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### **Sources of information**

#### **Basic Bibliography**

Lupton, E. y Cole, J., **Diseño gráfico. Nuevos fundamentos**, Ed. Gustavo Gili, 2016

#### **Complementary Bibliography**

González Solas, J., **Identidad Visual Corporativa**, Ed. Síntesis, 2002

Dondis, Donis A., **La sintaxis de la imagen**, Ed. Gustavo Gili, 2000

Costa, J., **Imagen Corporativa en el Siglo XXI**, Ed. La Crujía, 2001

Chaves, N., **El oficio de diseñar**, Ed. Gustavo Gili, 2001

Swan, A., **Bases del diseño gráfico**, Ed. Gustavo Gili, 2002

Zimmermann, Y., **Del diseño**, Ed. Gustavo Gili, 2002

Martín Montesinos, J.L., **Manual de tipografía**, Ed. Campgráfico, 2001

Heller, E., **Psicología del color: Cómo actúan los colores sobre los sentimientos y la razón**, Ed. Gustavo Gili, 2004

Dabner, D., **Diseño gráfico : fundamentos y prácticas**, Blume, 2015

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### **Recommendations**

**Subjects that continue the syllabus**

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International advertising/P04G190V01907

Advertising, graphic arts and typeface/P04G190V01906

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

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Advertising theory and practice/P04G190V01105

Communication: Corporate image/P04G190V01303

Structures and activity of the advertising agency/P04G190V01403

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