



## IDENTIFYING DATA

### (\*)Diseño gráfico

Subject	(*)Diseño gráfico			
Code	P04M082V11116			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Dopico Castro, Marcos Fernández Álvarez, Olalla Molares Cardoso, Julinda Sueiro Graña, Tania			
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General description	Introduction to the programs of graphic design assisted by computer, providing to the students the necessary tools to reflect the ideas.			

## Training and Learning Results

Code	
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.
A5	(*)Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
B1	(*)Capacidad para generar nuevas ideas (creatividad).
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
C6	Conocimiento de las técnicas y procesos creativos publicitarios, tanto a nivel teórico como práctico, identificando los recursos, elementos y métodos utilizados.
C7	Capacidad teórico-práctica para la creación, elaboración y desarrollo de un original publicitario en el marco de una estrategia corporativa global que se adapten adecuadamente a las necesidades creativas y de producción de cada uno de los canales de difusión.
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.
C15	Capacidad de crear y desarrollar marcas personales adaptándolas a distintos medios y formatos
D3	(*)Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos.
D4	(*)Adaptarse a los cambios tecnológicos, empresariales u organigramas laborales

## Expected results from this subject

Expected results from this subject	Training and Learning Results
Know the elements of the vectorial design and of the publishing design and his application in the field of a project.	A2 B1 B6 C6 C10 D3

Purchase basic knowledges of the design: structure, form, colour, space, volume, composition and perception. Recognise different technical of graphic expression.	A2 A5 B1 B6 C1 C6 C7 C9 C10 C15 D4
Apply different technical of creativity for each project of design of innovative form and generating new ideas	A5 B1 C1 C6 C7 C10 D3
Develop the capacity to generate a project of publishing design taking into account the supports, the market and the public to the that goes directed	A5 B6 C1 C6 C9 D4
Comprise the key elements of the design for the development of the publishing design	A5 B6 C6 C10 D3 D4
Understanding the basic composition of typographic morphology, rhythm, composition of words, and lines of text.	A2 B6 C1 C7 C10 C15 D4

## Contents

### Topic

- Fundamentals of vector design - Creation of a graphic corporate identity project
- Creative techniques - Production of a graphic corporate identity manual
- Fundamentals of editorial design: objectives and elements - Typography design
- Editorial elements and compositional principles - Creation of an editorial project.
- Typography in design: families, composition, and hierarchy
- Typographic selection and combination.

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	36	0	36
Project based learning	10	0	10
Essay	0	30	30
Essay	0	22	22
Essay	0	26	26
Essay	0	26	26

\*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 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 subjects and confront to the students/ace, 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.

### Personalized assistance

Methodologies	Description
Lecturing	Students can receive advice on the subject matter and the development of their activities during class hours or tutoring sessions.
Project based learning	Students can receive advice on the subject matter and the development of their activities during class hours or tutoring sessions.

### Assessment

Description	Qualification	Training and Learning Results				
Essay Creation of a project of graphic corporate identity	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Development of a manual of graphic corporate identity	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Design of typography	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	
Essay Creation of publishing project	25	A2 A5	B1 B6	C1 C6 C7 C9 C10 C15	D3 D4	

### Other comments on the Evaluation

#### CONTINUOUS EVALUATION

To pass the subject, students must submit all 4 assignments on the dates indicated by the teachers. Practices not submitted on the indicated day without justified cause (causes included in the regulation on evaluation, grading, and quality of teaching approved in the faculty meeting on April 18, 2023) will be considered failed, and the student must submit them in the second opportunity exam.

Each of the practical assignments will be valued on a maximum of 10 points and accounts for 25% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each of the assignments to pass. Once the provisional grades for each practice are published, the teacher will set a date for their revision, and once this date has passed, the grade will be considered final.

Attendance is mandatory. Students with unexcused absences cannot be evaluated and will be considered failed, and they will have to attend the second opportunity exam.

Requirements to pass the subject:

- Approval of all practical assignments
- Attendance to class

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

## SECOND OPPORTUNITY

On the official exam day, the student must submit any failed assignments. Each practical assignment will be valued on a maximum of 10 points and accounts for 25% of the subject's evaluation.

It is necessary to obtain a minimum score of 50% (5 points) in each of the assignments to pass this part.

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

## GLOBAL 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 set 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 described 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 extent of the tests, students who opt for global evaluation must have 4 hours to take them 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 will be carried out. 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 score will not serve as an average with the other tests.

Test 2. Practical assignments. Submit the four assignments proposed by the teacher. The set of assignments (4) is worth 30% of the total grade. It is necessary to obtain a minimum score of 5 points in each of the assignments to pass this part. A lower score will not serve as an average with the other tests. The assignments will be submitted on the exam date and time. Details of the contents of the assignments, methodologies, and evaluation criteria will be provided to global evaluation students once the deadline for explicit resignation from continuous evaluation has ended.

Test 3. Practical activity. After taking the exam, students must perform 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 exam. Details of the tests, as well as evaluation criteria, will be sent to students no later than one month after their 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 score will not serve as an average with the other tests.

Summary of the 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

#### Complementary Bibliography

Skolos, N., **El Proceso del diseño gráfico: del problema a la solución: 20 casos de estudio**, Blume, 2012

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

López López, Anna María., **Curso diseño gráfico: fundamentos y técnicas**, Anaya Multimedia, 2012

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

Wong, W., **Diseño gráfico digital**, Gustavo Gili, 2004

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

Aicher, O., **El mundo como proyecto**, Gustavo Gili, 1994

Martín Montesinos, J.L., **Manual de tipografía: del plomo a la era digital**, Campgráfico, 2017

Müller-Brockmann, J., **Sistemas de retículas Un manual para diseñadores gráficos**, Gustavo Gili, 2012

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### Recommendations

