



IDENTIFYING DATA

Digital media design

Subject	Digital media design			
Code	P04M176V01201			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Molares Cardoso, Julinda			
Lecturers	Molares Cardoso, Julinda Villamizar Fernández, Adriana			
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Web				
General description	The subject focuses on the concepts, tools, and workflow to perform graphic design activities in digital media and social networks.			

Training and Learning Results

Code	
A4	(*)Que os estudantes saiban comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan a públicos especializados e non especializados dun modo claro e sen ambigüidades.
C14	(*)Coñecemento dos elementos técnicos, legais, narrativos e artísticos para a creación e publicación de fotografías, gráficos, vídeo, audio e animación na internet e redes sociais.
C17	(*)Coñecemento sobre as ferramentas de deseño gráfico e visualización de datos optimizados para internet e redes sociais.
C18	(*)Capacidade para elaborar deseños e infografías optimizadas para cada canle de comunicación dixital.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	C14
New	A4
	D4
New	C17
	C18
New	C17
	C18

Contents

Topic
- Foundations and principles of the graphic design
- Components of the visual process
- Aesthetic and style in the graphic composition
- The importance of the mark in internet

- The creative process and the conceptual thought
- Design for the channels of digital communication: specifications, optimisation and formats
- Digital creation: tools and resources

Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	2	51	53
Seminars	18	0	18
Systematic observation	2	0	2
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
Mentored work	The students will develop works of digital design under the instructions and supervision of the educational
Seminars	The seminars of compulsory assistance will tackle the theoretical appearances of the matter

Personalized assistance

Methodologies	Description
Seminars	The educational will make a follow-up of the work of the students
Mentored work	The educational will make a follow-up of the work of the students

Assessment

	Description	Qualification	Training and Learning Results	
Systematic observation	Assistance to class and participation	20	A4	C17 D4
Essay	Development of a work related with the creation of a graphic corporate identity	40	A4	C14 C17 C18 D4
Essay	Application of the graphic corporate identity to different social networks	40	A4	C14 C17 C18 D4

Other comments on the Evaluation

CONTINUOUS EVALUATION

To pass the subject, students must submit the 2 assignments on the dates indicated by the teacher. Those assignments not submitted on the indicated day without justified cause (reasons included in the regulation on evaluation, grading, and quality of teaching approved in the faculty meeting of April 18, 2023) will be considered failed, and the student must submit them in the second opportunity period.

Each of the practical assignments will be valued on a maximum of 10 points and accounts for 40% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each assignment to pass this part. Once the provisional grades of each assignment are published, the teachers will set their review dates. Once the deadline has passed, the grade is considered final.

Attendance is mandatory. Students with unexcused absences cannot be evaluated and will be considered failed in this part and will have to go to the second opportunity period. Attendance and participation in sessions account for 20% of the grade.

Requirements to pass the subject:

- Approval of all practical assignments
- Attendance and participation in 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 40% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each assignment 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 two assignments proposed by the teacher. The set of assignments (2) 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.

Sources of information

Basic Bibliography

Complementary Bibliography

Williams, Robin, **Diseño gráfico. Fundamentos**, Anaya Multimedia, 2008

Royo, Javier, **Diseño digital**, Paidós, 2004

Lupton, Ellen, **Tipografía en pantalla**, Gustavo Gili, 2014

Steane, Jamie, **Fundamentos del diseño interactivo**, Promopress, 2016

Gordon, B y Gordon M, **Manual de diseño gráfico digital**, Gustavo Gili, 2007

Recommendations