

**COURSE DATA****Data Subject**

Code	36623
Name	Tecnologías de la comunicación I
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. Period	year
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	7 - Información periodística y su tecnología	Obligatory

Coordination

Name	Department
DE ZUÑIGA MARQUES, BEATRIZ	340 - Language Theory and Communication Sciences
IRANZO CABRERA, MARIA	340 - Language Theory and Communication Sciences

SUMMARY

Study of the technological tools necessary for the creation, edition and transmission of written and digital contents; as well as the design and edition of contents for daily press, magazines and digital publications. The general objective of the course is to provide the student with the basic tools to exercise the journalistic profession in a multimedia environment. That is to say, to teach students the operation of the technologies necessary to work in the media, taking into account the digital convergence. The use of design programs and content editing will be the main objectives, both in terms of design and layout of pages and the editing of photographs and their transition to the web.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Relación con otras asignaturas de la misma titulación

No hay restricciones de matrícula con otras asignaturas del plan de estudios.

Otros tipos de requisitos

Esta asignatura no requiere conocimientos previos.

Está parcialmente emparentada con Tecnologías de la comunicación II y con Organización y Producción de Periódicos y Diseño Gráfico e Infografía Periodística de tercer curso. Mientras en Tecnologías Y se intenta dotar de los conocimientos básicos para el trabajo con las características tradicionale

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students should be able to recover, organize, analyse and process information and communication with the purpose of private or collective uses through various media and supports or in the creation of productions of any kind.
- Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.
- Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).



- Students must be able to design both formal and aesthetic aspects in written, graphic, audiovisual and digital media, as well as the use of computer techniques for the representation of facts and data through infographic systems.

LEARNING OUTCOMES

The student who has passed the course will have a knowledge of the characteristics and functions of design in print and digital editions. And will be able to identify the different elements involved. They will also have the ability to design a page for a printed publication and for the edition of its contents, both from the point of view of the editorial and graphic elements. Likewise, he/she will have the knowledge to adapt printed contents to digital format, taking into account the characteristics of the environment (hypertextual, multimedia and interactive).

DESCRIPTION OF CONTENTS

1. Introduction to Design

Introduction to journalistic design, from the point of view of the objectives and the main items of its evolution. Characteristics of interaction with texts.

2. Basic rules of layout and necessary elements

Structure of the newspaper in sections and its characterization. Editorial elements involved and their relationship with the design, from the type of news (according to the number of columns and location) to the different parts that make them up (title elements, breakdowns, highlights, etc.).

3. Graphic design resources

Graphic elements (photographs, graphics, infographics) that intervene in the page, to situate their evolution, function and contributions.

4. Multimedia edition features

Digital editing features (multimedia, hypertext and interactivity). Introduction to Wordpress, content management systems and blogs

5. Shape, space, colour and typography

Advanced design. Shape, space, color and typography. Visual resources. Manipulation and change of grids.

**6. Grids, margins and style sheets**

Layout styles. Creation of a publication with coordinated designs.

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	40,00	100
Theory classes	20,00	100
Development of group work	20,00	0
Development of individual work	35,00	0
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Methodology to be followed combines three types of activities: Theoretical classes: explanation of the theoretical contents from master classes with student participation in the analysis of cases or debate on the proposed concepts. Practical classes: specific activities on theoretical contents and preparatory activities for group work.

ACTIVITIS DISTRIBUTION

SESSION	CONTENTS
1 Grup I 14/09 Grup II 15/09 Grup III 17/09	Presentaci�� de l'assignatura. Introducci�� al disseny period��stic.
2 Grup I 21/09 Grup II 22/09 Grup III 24/09	Teoria: elements de la not��cia. Introducci�� a InDesign. Principals eines del programa i conceptes de maquetaci��.



3 Grup I 28/09 Grup II 29/09 Grup III 1/10	-Disseny d'una plana simple. Elements de la notícia i com diferenciar-los tipogràficament. Apertura a 5x10.
4 Grup I 5/10 Grup II 6/10 Grup III 8/10	-Diferenciació amb disseny segons el tipus de contingut. Tractament de diverses notícies en una plana.
5 Grup I 19/10 Grup II 13/10 Grup III 15/10	-Diferenciació amb disseny segons el tipus de contingut. Tractament de l'opinió.
6 Grup I 26/10 Grup II 20/10 Grup III 22/10	-Pràctica: maquetar una plana de diari.
7 Grup I 2/11 Grup II 27/10 Grup III 29/10	- Examen teòric. -Tractament d'imatges. Resolució, tamany i com perfilar.
8 Grup I 9/11 Grup II 3/11	-Maquetació amb imatges i recurs perfilats i caixes irregulars.



Grup III 5/11	
9 Grup I 16/11 Grup II 10/11 Grup III 12/11	- Disseny d'una plana doble. Gestió de distintes planes y models de retícula.
10 Grup I 23/11 Grup II 17/11 Grup III 19/11	- Disseny d'una plana doble. Encadenar caixes i conducció entre distint elements.
11 Grup I 30/11 Grup II 24/11 Grup III 26/11	- Disseny d'una plana doble.
12 Grup I 7/12 Grup II 1/12 Grup III 3/12	- Pràctica individual: maquetar un reportatge. Primer subgrup
13 Grup I 14/12 Grup II 15/12 Grup III 10/12	- Pràctica individual: maquetar un reportatge. Segon subgrup
14	-Entrega del treball final reportatge



Grup I 21/12	
Grup II 22/12	
Grup III 17/12	

EVALUATION

A test of theoretical contents that represents 20% of the final grade; evaluation of the final practice 35% and the work also 35%.

- 1) Theory: the knowledge acquired in the theoretical classes will be evaluated through a written exam.
- 2) Practical: the theoretical knowledge will be put into practice through the monitoring of the whole production process and graphic design.

There will be an individual work, a large format report that will represent 35% of the final grade. The work related to the topics of design and layout will be evaluated, which will consist in the elaboration of the material project of a report: layout, distribution of contents, photographs, texts. Type of evaluation (% of final)

- a) Individual written exam 20%.
- b) Internships
Final practical -35% -Final practical- 35% -Individual work
-Individual work 5%.
- c) Participation and complementary activities 10%.

*In order to pass the course as a whole, it is necessary to achieve at least 40% of the grade in each of the evaluated parts and to exceed 50% of the overall grade.

REFERENCES

Basic

- ARMENTIA, J. y CAMINOS, J. M. (2003). Fundamentos del periodismo impreso. Barcelona, Ariel.
- NIETO, A. y IGLESIAS, F. (2000). La empresa informativa. Barcelona. Editorial Ariel

Additional

- DOMÍNGUEZ E. - PÉREZ COLOMÉ J. (2012), Microperiodismos. Aventuras digitales en tiempos de crisis, UOC, Barcelona.
- DOMÍNGUEZ E. - PÉREZ COLOMÉ J. (2013), Microperiodismos II. Aventuras digitales en tiempos de crisis, UOC, Barcelona.
- GALÁN GAMERO J. - AGUADO G. (2014), Periodismo Emprendedor. Planificación y desarrollo de empresas informativas, MacGrawHill, Madrid.
- MANFREDI, Juan Luis (2000). Manual de producción periodística. Sevilla. Editorial MAD
- MARTÍNEZ VEGA (2000). El periódico: la producción periodística en el umbral del siglo XXI. Madrid:



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MONTERO RODRÍGUEZ, Fernando (2005). Marketing de periódicos y revistas. Madrid. Editorial Pirámide

OLMOS, Víctor. (2004). Un día en la vida de El Mundo La esfera de los libros.

ROJO VILLADA, Pedro Antonio (2003). Producción periodística y nuevas tecnologías. Sevilla. Comunicación Social Editores

SANCHO, Francisco (2004). En el corazón del periódico. Pamplona Eunsa

TUCHMAN, G. (1993). La producción de la noticia. Barcelona: Gustavo Gili.

TÚÑEZ, M. (1999). Producir noticias. Cómo se fabrica la realidad periodística. Santiago de Compostela: Tórculo Edici

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

HYBRID TEACHING MODALITY

1. Contents The contents will be the same as those listed in the teaching guide. 2. Workload and time schedule of the course The workload and time schedule does not change regardless of whether there is classroom attendance or not.

DISTRIBUTION OF ACTIVITIES

SESSION

CONTENTS

1

Group I 14/09

Group II 15/09

Group III 17/09

Presentation of the course.

Introduction to journalistic design.

2

Group I 21/09

Group II 22/09

Group III 24/09

Theory: elements of the news.

Introduction to InDesign. Main program tools and layout concepts.

3

Group I 28/09

Group II 29/09

Group III 1/10

-Layout of a simple page. Elements of the news and how to differentiate them typographically. Opening to 5x10.

4

Group I 5/10

Group II 6/10

Group III 8/10



-Differentiation with design according to the type of content. Treatment of different news in one page.

5

Group I 19/10

Group II 13/10

Group III 15/10

-Differentiation with design according to the type of content. Treatment of the opinion.

6

Group I 26/10

Group II 20/10

Group III 22/10

-Practice: layout a newspaper page.

7

Group I 2/11

Group II 27/10

Group III 29/10

- Theoretical exam.

-Image processing. Resolution, size and how to outline.

8

Group I 9/11

Group II 3/11

Group III 5/11

-Layout with profiled images and resources and irregular cases.

9

Group I 16/11

Group II 10/11

Group III 12/11

- Design of a double plan. Management of different plans and grid models.

10

Group I 23/11

Group II 17/11

Group III 19/11

- Design of a double plane. Chaining boxes and conduction between different elements.

11

Group I 30/11

Group II 24/11

Group III 26/11

- Design of a double plane.

12

Group I 7/12

Group II 1/12

Group III 3/12

-Individual practice: layout a report. First subgroup

13

Group I 14/12

Group II 15/12

Group III 10/12

-Individual practice: layout a report. Second subgroup

14

Group I 21/12



Group II 22/12

Group III 17/12

-Delivery of the final report

3. Teaching methodology

The students will have access to the different programs used in the face-to-face classes from their homes and all the *practical lessons will be recorded in *video tutorials so that the students can have access at any time. In addition to having at their disposal all the necessary elements *from the virtual classroom for the correct realization of the practices. In this way, if the number of students in class had to be reduced, those who are working at home will be able to continue the teaching without any loss of content.

Likewise, those who had attended class in person could practice at home or retake some *lesson if they

needed it. 4. EvaluationThe evaluation does not change since this course is based on continuous

evaluation through various practices throughout the course. The only model that may vary is if the practices have to be done at home due to classroom capacity issues, through the programs provided by the university, or in person.

a) Individual written exam 20%

b) Internships 35%

c) Individual work 35%

d) Participation and complementary activities

10%

5. Bibliography

The recommendations included in the Teaching Guide are maintained.

NON FACE-TO-FACE TEACHING MODALITY

1. ContentsThe contents will be the same as those listed in the teaching guide.2. Workload and time

schedule of the courseThe workload and time schedule does not change regardless of whether or not there is face-to-face teaching.

3. Teaching methodologyThe students will have access to the different programs used in the face-to-face classes from their homes and all the practical lessons will be recorded in video tutorials so that the students can have access to them. In addition to enjoying all the necessary elements from the virtual classroom, they will be able to continue the teaching from their homes without any loss of content. In addition, there will be face-to-face classes by synchronous videoconference with the BlackBoard

Collaborate platform to solve doubts raised with the work of the video tutorials and to give the theoretical lessons and tutorials. 4. EvaluationThe evaluation does not change since this subject is based on continuous evaluation through various practices throughout the course. The only model that may vary is whether the practices have to be done at home, through the programs provided by the university, or in person. Likewise, the individual written exam can be carried out with forms provided in the Virtual Classroom.

a) Individual written exam 20%

b) Internships 35%



- c) Individual work 35%
- c) Participation and complementary activities 10%

5. Bibliography

The recommendations included in the Teaching Guide are maintained.