

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

Code	36623
Name	Communication technologies I
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
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

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, Periodismo Digital, Diseño gráfico e infografía, Periodismo Multimedia, así como con las asignaturas vinculadas al Géneros periodísticos, puesto que su tarea es el estudio de las herramientas tecnológicas aplicadas la creación, edición y transmisión de contenidos escritos.

OUTCOMES

1334 - Degree in Journalism

- 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 express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- 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 reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.



- Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).
- Students must have an understanding of the data and mathematical operations performed, with some of them commonly used in the media. Students must know how to use data and statistics in a correct and understandable way for global dissemination.
- 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

- Identify the capacity and ability to narrate current events and to use computer systems and resources.
- Show the capacity and ability to communicate in the language of each of the traditional media (radio, television).
- Demonstrate the capacity and ability to perform the main journalistic tasks and to use information and communication technologies and techniques.
- Reproduce knowledge of the characteristics and functions of design in written press and digital editions, with the ability to identify the different elements involved.
- Reorganise printed contents in 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.

ACTIVITIES DISTRIBUTION (the specific timetable for each of them will be posted in the Virtual Classroom at the beginning of the course).

SESSION	CONTENTS
1	Presentació de l'assignatura.
Grup I	Introducció al disseny periodístic.



Grup II Grup III	
2 Grup I Grup II Grup III	Teoria: elements de la notícia. Introducció a InDesign. Principals eines del programa i conceptes de maquetació.
3 Grup I Grup II Grup III	-Disseny d'una plana simple. Elements de la notícia i com diferenciar-los tipogràficament. Apertura a 5x10.
4 Grup I Grup II Grup III	-Diferenciació amb disseny segons el tipus de contingut. Tractament de diverses notícies en una plana.
5 Grup I Grup II Grup III	-Diferenciació amb disseny segons el tipus de contingut. Tractament de l'opinió.
6 Grup I Grup II Grup III	-Pràctica: maquetar una plana de diari.



7 Grup I Grup II Grup III	- Examen teòric. -Tractament d'imatges. Resolució, tamany i com perfilar.
8 Grup I Grup II Grup III	-Maquetació amb imatges i recurs perfilats i caixes irregulars.
9 Grup I Grup II Grup III	- Disseny d'una plana doble. Gestió de distintes planes y models de retícula.
10 Grup I Grup II Grup III	- Disseny d'una plana doble. Encadenar caixes i conducció entre distint elements.
11 Grup I Grup II Grup III	- Disseny d'una plana doble.
12 Grup I Grup II	- Pràctica individual: maquetar un reportatge. Primer subgrup



Grup III	
13 Grup I Grup II Grup III	- Pràctica individual: maquetar un reportatge. Segon subgrup
14 Grup I Grup II Grup III	-Entrega del treball final reportatge

EVALUATION

First sitting:

A test of theoretical contents that represents 15% of the final grade; evaluation of individual work, 35%; and practical exercises done in class, 50%.

- 1) Theory: a written exam will be used to evaluate the knowledge acquired in the theory classes.
- 2) Practical work: the theoretical knowledge will be put into practice through the monitoring of the entire production process and graphic design. There will be an individual work, a large-format report that will represent 35% of the final mark. The work related to the subjects of design and layout will be assessed, which will consist of preparing the material project of a report: layout, distribution of contents, photographs, texts. In order to pass the course as a whole, it is necessary to achieve at least 40% of the mark in each of the three assessed parts and to pass 50% of the overall mark.

Second sitting:

- If students have not passed the theory test and/or the individual work, they may sit a theory exam and/or present the individual work at the second sitting.
- The exercises carried out in class as a practical part cannot be made up.



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: Universidad Europea de Madrid
- 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