

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

Code	36630
Name	Graphic design and infographics
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. Period	year
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	2	Second term

Subject-matter

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

Coordination

Name	Department
NAVAZ AYERRA, GORKA	340 - Language Theory and Communication Sciences

SUMMARY**English version is not available**

La asignatura de Diseño gráfico e infografía se dirige al estudio y puesta en práctica de los principios del diseño periodístico a través de herramientas y programas profesionales. El alumnado obtiene conocimientos avanzados para la realización de páginas e infografías de prensa escrita y digital. También herramientas para desarrollar un sentido crítico y analítico de los contenidos informativos para su posterior tratamiento



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Esta asignatura no requiere conocimientos previos.

Está parcialmente relacionada con Tecnologías de la Comunicación I y II de primer curso, con Periodismo multimedia de tercero y con Periodismo de datos de cuarto.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1334 - Degree in Journalism

- 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

English version is not available

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Laboratory practices	40,00	100
Theory classes	20,00	100
Development of group work	20,00	0
Development of individual work	25,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY**English version is not available****EVALUATION****English version is not available****REFERENCES****Basic**

- AMBROSE, GAVIN Y HARRIS, PAUL (2006). Diccionario visual del diseño gráfico. Barcelona, Index Book
- AMBROSE, GAVIN Y HARRIS, PAUL (2007). Layout. Barcelona, Ava publishing
- AUSTIN, TRICIA Y DOUST, RICHARD (2008). Diseño de nuevos medios de comunicación. Barcelona, Blume
- BAER, KIM (2008). Information Design workbook. Beverly, Quayside
- BAEZA, PEPE (2001). Por una función crítica de la fotografía de prensa, Gustavo Gili SA
- CARTIER-BRESSON, HENRY (2003). Fotografía al natural. Barcelona, Gustavo Gili SA
- CASES I ASSOCIATS (2004). Information design, projects. Barcelona, Cases i associats.
- COL·LEGI DE PUBLICITARIS I RELACIONS PÚBLIQUES DE CATALUNYA (2006) Publicidad en Cataluña. Barcelona, RBA