COURSE DATA

Data Subject

Code	36630
Name	Graphic design and infographics
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
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

The course of Graphic Design and Infographics is aimed at the study and implementation of the principles of journalistic design through professional tools and programs. Students obtain advanced knowledge for the creation of pages and infographics for written and digital press. Also tools to develop a critical and analytical sense of the informative contents for its later treatment.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

This course does not require previous knowledge.

It is partially related to Communication Technologies I and II of the first course, Multimedia Journalism of the third course and Data Journalism of the fourth course.

OUTCOMES

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

- Identify the capacity and ability to narrate current events and to use computer systems and resources.
- Demonstrate the capacity and ability to perform the main journalistic tasks and to use informative and communicative technologies and techniques.
- To present the capacity and ability to edit and treat audio in any of the software programs in use.
- To discover the capacity and ability for audiovisual editing and treatment in some of the software programs in use.
- To develop the capacity and ability for the digital treatment of still images in one of the software programs in use.
- Reproduce the knowledge of the characteristics and functions of design in print and digital editions, with the ability to identify the different elements involved.
- Adapt a page for a printed advertisement and for the edition of its contents, both from the point of view of the editorial and graphic elements.
- To reorganize printed contents in digital format, taking into account the characteristics of the environment (hypertextual, multimedia and interactive).
- List the different interpretative journalistic genres in press, radio and television with references to

different authors who define and classify them.
- To identify the particularities of the news, the chronicle, the report and the interview.
- Illustrate the evolution of the different genres.

- List the different interpretative journalistic genres in press, radio and television with references to different authors who define and classify them.

- Produce contents with correction and communicative efficiency in press, radio and television.

DESCRIPTION OF CONTENTS

1. Introduction to journalistic design and infographics

Introduction to graphic design and its informative aspect through layout and infographics.

2. Graphic design

In-depth study of the elements that make up newspaper design: page structure, typography, use of color and the importance of brand image.
We will also review the history of photojournalism and its importance in visual journalism as an introduction to working with photographs, illustrations and animations.

3. Infographics

Knowledge of the types of infographics on paper. From the simplest elements such as tables or simple graphs to maps or large format infographics.
In addition, analysis of web infographics through online tools and their application to different media.

4. Principles of web design

Introduction to the concept of responsive web design. Study of the adaptation of classic journalism concepts to digital formats and analysis of new narratives from the point of view of journalistic design.

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

The methodology to be followed combines two types of activities:
-Theoretical classes:
Explanation of theoretical contents with real cases and material. Debate and discussion on visual journalism issues.
-Practical classes:
Specific activities on theoretical contents and preparatory for subsequent individual and group work.

EVALUATION

1) **Theory**: a written exam will be used to evaluate the knowledge acquired in class and its development. 40% of the grade
2) **Practices**: 60% of the grade
    a) **Weekly practices**: the theoretical knowledge will be put into practice individually and in groups. 30% of the grade
    b) **Final practice**: Final work of the course that includes all the acquired knowledge 30% of the grade.

*In order to pass the course as a whole, it is necessary to pass both the theoretical and practical parts individually.
The works, exams or any other activity that the students elaborate for their teaching evaluation must be original, without plagiarism. The detection of plagiarism, as a serious fault, will result in the immediate failure of the respective call of the subject. This point also refers to the use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others).

Attention:

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

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, proyects. Barcelona, Cases i associats.

  COL·LEGI DE PUBLICITARIS I RELACIONS PÚBLIQUES DE CATALUNYA (2006) Publicidad en Cataluña. Barcelona, RBA