

Projectes 6 Gràfic

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Credits: 6 ECTS
Year: 3
Semester: Second Semester
Type: Compulsory
Subject: Graphic Design
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This course is taught in: Catalan, Spanish
Tutorials may be provided in: Catalan, Spanish

Course Guide Index

Course Description	3
Recommendations	4
Contents	5
Methodology.....	6
Assessment	7
Bibliography and Resources.....	9
Competencies and Learning Outcomes.....	10

Course Description

Brief description

The objective of this course is to get students to understand how graphic design projects can be used to provide solutions to specific communication needs.

It is a practical course, and the assignments will follow all stages of the design process, from the brief to the presentation. Students will carry out both quickly executed visual communication projects as well as projects that are more extensive and more complex in terms of their implementation needs, always taking into account realistic timings in the professional context.

Course objectives

The main objective of the course is to expand students' skills in and experience with graphic design, thus being able to adapt to different situations and characteristics of professional praxis in order to achieve a unique final result that is suitable for the public or market to which it is directed. Students will be expected to meet the objectives set in each assignment and learn how to take their project through all the different phases of graphic design, from concept to production and presentation.

Recommendations

It is recommended that students signing up for this course have already taken the course "Computer science applied to text and image design", offered in the second year, as well as the course "Audiovisual resources for design".

Since this is a wholly practical subject, it is recommended that students do not miss any classes. Unjustified absence can make it difficult to monitor the different phases of the projects and guide students through them.

Contents

We will be working on cultural, commercial and social projects, working in different areas of communication and graphic design: typography, identity, art direction, signage and packaging. Starting from a professional/industry focus, the course places importance on ideas and their formalisation as an instrument for effective graphic design. In all cases, attention to detail in the finished product is important, as is the storytelling used in the presentation of the ideas and solutions students come up with.

Teaching methodology

The classes are eminently practical in nature, but methodologies will be taught to formalise certain concepts. Each project begins with the presentation of the planned objectives, as well as the analysis of cases and references provided as examples for study. This will be followed by workshop sessions during which students will work on their proposals and discuss their projects. These workshops will provide an open, participatory space for analysis and constructive criticism.

Activities

Communicate without words

Based on a methodology developed in class, students will be commissioned to create a graphic image that illustrates the contents of an opinion article.

Publishing sector

Based on a methodology presented in class and focused on book cover design, students will be asked to design the graphics for a series of books.

Commercial sector

The assignment consists of designing the graphics for three containers in a range of products, based on a given brief and specific requirements.

Cultural or social event

Based on a real brief presented in class, the project requires students to conceptualise and design the graphic image used to promote a cultural/social event and adapt their proposal to different formats including digital and print media

Assessment system

The objective of the continuous assessment students will be undergoing is to make them aware of their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. when a student has taken the course before), the assessment may consist, at the discretion of the professor(s), of a challenge exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course description have been achieved. In this case, the grade achieved in the challenge exam will also be the overall grade awarded for the course.

General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

Re-assessment process

General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been graded on other assignments whose total weight is equivalent to a minimum of two thirds of the total grade for the course or module.

Assessment Criteria

The deliverables for this course will be scored numerically on a scale from 0 to 10 as partial grades. The final grade will be calculated based on the partial grades obtained for the various phases of the project, as well as based on students' attendance and compliance with the submission deadlines (20%), the proposed idea or design (40%) and the formalisation and presentation of the final result (40%).

40% Conceptualisation, ideation, assessing the suitability of the proposals.

30% Formalisation of the concept, visual language (typography, composition, art direction)

30% Attendance, deliverables and evolution of the proposals over time.

Specific regulations for the course

The deliveries are planned in phases, and it is necessary to complete them in their entirety and within the allocated time in order to pass the subject.

Work delivered after the submission deadline will be given a maximum grade of 6.

Student will be made aware of the grade they have been awarded for each submission after approximately 3–5 days of the date specified in the course schedule. Once the grade has been communicated, students may choose to be re-assessed, which is possible until June 20. Attending follow-up tutoring sessions with the professor prior to the re-assessment is highly recommended.

As these are workshop classes, attendance is mandatory. If a student misses more than 20% of the face-to-face sessions and these absences are unjustified, he or she will be classified as "Not Assessed".

In order to be re-assessed, students must have submitted all previous required assignments and must not have exceeded the maximum number of absences allowed for the subject.

Bibliography and Resources

- Gili, Bob. Unspecial Effects for Graphic Designers. Graphis, 2001.
- Jardí, Enric. Pensar con imágenes. Gustavo Gili, 2012.
- Johnson, Michael. Problem Solved. Phaidon, 2012.
- Thomas, Patrick. Black & White. La Vista, 2005.
- Mendelsund, Peter. Cover. PowerHouse Books, 2014.
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- Küsters, Christian. Restart: New Systems in Graphic Design. Thames & Hudson, 2001.
- Bateman, Steaven. Símbolos. Gustavo Gili, 2011.
- Baines, Phil. Penguin by design. A cover story 1935-2005. Penguin, 2006.
- Hochuli, Jost. Designing books. Hyphen, 2004.
- Birdshall, Derek. Notes on book design by Derek Birdsall. Yale University Press, 2004.
- Klanten, Robert. Fully Booked: Cover Art & Design for Books. Gestalten, 2008.
- Brownjohn, Robert. Sex and Typography. Laurence King Publishing, 2005.
- Dal Bello, Rejane. Citizen first designer second. Counter-Print Books, 2020

Competencies and Learning Outcomes

Basic Competencies

CB2 Students can apply their knowledge to their work or vocation in a professional manner and can demonstrate they possess the required competencies by making and defending reasoned arguments and solving problems within their area of study.

CB4 Students can communicate information, ideas, problems and solutions to both a specialised and non-specialised audience.

Specific Competencies and Learning Outcomes

CE2. Evaluate uses and functions with a view to ideating and formalising design projects.

CE2.1. Create an analysis of the uses and functions of a planned design project that meets the characteristics of the design industry.

CE6. Use the architecture of the letter and the different typographic families of the Latin alphabet according to specialised design criteria.

CE6.1. Adapt typographic resources and page layout to the needs of the project in terms of readability, communication and expressiveness.

CE6.3. Select between the different font families based on the needs of the project in terms of readability, communication and expressiveness.

CE9. Demonstrate knowledge and familiarity with the use of audiovisual media, the digital environment and its creation and production tools.

CE9.1. Develop projects specifically aimed to be displayed/viewed on a screen.

CE9.2. Use the graphic and typographic resources and apply the specific criteria of audiovisual and digital media.

CE10. Structure and graphically arrange verbal information.

CE10.1. Master basic infographic resources to present the sector and the action framework within which the project falls.

CE17. Present and justify, orally and in writing, the results and work processes of the design objects created.

CE17.1. Prepare a written report on the project and defend it orally in accordance with the conventions and specific characteristics of the sector to which it is directed.

Transversal competencies

CT9. CT9 Problem-solving and decision-making capacity

CT10. CT10 Concern for quality, both in the concepts created and arguments presented, as well as in the formal solution and in the details of the final finish of the design project.

CT13. CT13 Make design choices that are based on a respect for the environment and that follow sustainability criteria.

CT16. CT16 Demonstrate values and deontological principles specific to the profession.