

## Graphic Design applied to Space

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Course Code: 105732  
Credits: 6 ECTS  
Year: 4  
Semester: Second Semester  
Type: Compulsory  
Subject: Optional  
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This subject is taught in: Catalan  
Tutorials may be provided in: Catalan, Spanish and English

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## Brief description

The course examines the interrelation between graphic design, interior design, industrial design and architecture in order to discuss interior, exterior or urban space, focusing on three key areas:

- Spatial design, the discipline that uses specific resources and visual strategies to make a space transmit a certain feeling or message that complements or modifies the existing architecture.
- Visual identity as applied to spaces, that is, the participation of the environment in a broader idea or message that goes beyond the physical space.
- Information in space, and the way in which it can act as an aid that helps us understand a discourse (expositions) or the space itself (signage).

The contents will be delivered in a practical manner and take the form of a project.

## Course objectives

- Develop a capacity for analysis and conceptualisation of graphic projects.
- Develop the ability to lead the implementation of a complex graphic project.
- Develop the ability to plan the production of a graphic project.
- Develop the ability to communicate a proposal for a graphic project.
- Develop the capacity to understand and correctly "read" spaces for the application of graphic projects.
- Work with different scales.
- Work with typography within a certain space.
- Become familiar with the tools of graphic representation in terms of volumes.
- Learn about graphic manipulation and reproduction processes using different types of materials/formats.

# Contents

- Introduction to graphic design applied to space, including historical context and current trends.
- Graphic design-space relationship criteria (scale, distance, point of view, panoramic view, etc.).
- Resources for bringing an idea to life.
- Graphic reproduction resources using different formats.
- Signage: strategic procedures, graphic elements and material solutions.
- Viewing and analysis of case-studies of professional projects.
- Visual identity of a volume and spatial identity.

# Methodology

## Faculty-led activities

Theoretical classes: masterclasses and group debates.

Presenting examples of current and historical professional projects to illustrate the subject contents.

Assessment: individual and collective presentations of the partial and final results of the tasks and projects, oral defence of these, and round of assessments.

## Supervised activities

Tutorials: tutorials for monitoring and correcting the planned tasks and projects.

## Autonomous activities

Information and documentation: autonomous source research, information collection, analysis and written presentation of the analysis.

Project preparation: autonomous work of creating design projects and refining them based on simulated situations and according to the guidelines set for their development.

## Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the 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.