



Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

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GRAFICA APLICADA A L'ESPAI - MENCIO DISSENY GRAFIC

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Group: 1

Code: 105732

Credits: 6 ECTS

Course:

Semester: 2

Typology: Optative

Subject: Design Processes



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Subject Presentation

Brief Description:

The subject of Applied Graphics for Space integrates theory and practice through the active development of environmental graphics projects. Its objective is to make students aware of the origin and evolution of visual representation, and the graphic-space relationships, as well as to initiate the development of graphic design projects for implementation in public and private spaces through the study and practical application of signage, exhibition design, the different resources of graphic production and the multiple possibilities of materiality for the creation of flexible visual systems.

Training Objectives:

1. Knowledge — Understanding/knowledge acquisition: Correct application of knowledge
2. Culture / Research:
 - 2.1 Ability to define the problem to be investigated
 - 2.2 Sources — Select sources based on quantity and relevance of the information obtained
 - 2.3. Analysis and interpretation of information / Soundness of conclusions
3. Development of proposals — Value, feasibility and coherence of the proposals
4. Experimentation — Identification of parameters and problems to be addressed / Systematization and documentation of the process / Implementation of improvements



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Recommendations

Books:

- The Wayfinding Handbook Information Design for Public Places Charlotte + Peter Fiell. Princeton Archi, 2009
- Graphic Design + Architecture. A 20th-Century History. Richard Poulin. Rockport Publishers Beverly–Massachusetts, 2012
- The Essentials. Design and Other Things in Life. Miguel Milá. Lumen, 2015
- What are you looking at? Will Gompertz. Taurus, 2013
- Think like an artist. Will Gompertz. Taurus, 2015
- The Artist's Way. Julia Cameron. Aguilar, 2011
- Flexible Visual Systems. Martin Lorenz. Slanted Publishers, 2022
- Design, Form and Chaos. Paul Rand. Yale University Press, 1993
- Beware Wet Paint Designs. Alan Fletcher. Phaidon, 2011
- Supergraphics. Graphic Design for Walls, Buildings and Spaces. Tony Brook + Adrian Shaughnessy. Unit Editions, 2010
- Supernew Supergraphics. Tony Brook + Adrian Shaughnessy. Unit Editions, 2014

Contents and Methodology

Brief Description:

Topic 1: Origin and evolution

Topic 2: Supergraphics

Topic 3: Graphic-space relationships

Topic 4: Signage 01

Topic 5: Signage 02

Topic 6: Signage 03

Topic 7: Exhibition design 01

Topic 8: Exhibition design 02

Topic 9: Materiality

Topic 10: Graphic production resources

Teaching methodology:

The sessions combine theory and practice in different proportions depending on the topic. They are usually organised starting with the presentation of the contents of each topic as a masterclass, presentation of the different project briefs throughout the course, individual and group feedback sessions during the development of the projects, visits to exhibitions and signage production companies and sessions with professional guests in class.

Training activities:

Project 1: Designing a Supergraphic

Project 2: Design of graphic environment for a future CCCB exhibition

Project 3: Redefining the use of a religious temple. Design of exterior and interior signage

Evaluation

General evaluation regulations

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

Continuous evaluation system

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.

The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

Project 1: represents 20% of the final grade

Project 2: represents 35% of the final grade

Project 3: represents 35% of the final grade

Attitude in class: represents 10% of the final grade

Review process

Feedback is given weekly throughout the course and notes are delivered on each project with a copy delivered.

At the end of the course they have the option of resubmitting some of the incorporated new and older projects in order to bid for a grade.

Competencies and Learning Outcomes

- CE5 Master the techniques of graphic representation of spaces and volumes, planes and surfaces characteristic of the design.
- CT6 Ability to work as a team and skills for dialogue with the different agents and disciplines that may intervene in the development of a design project.
- CT9 Resolution and decision-making capacity.
- CT10 Motivation for quality, both in the conceptual and argumentative approaches, as well as in the formal resolution and in the details of the final finish of a design project.
- CT16 Demonstrate that you have values and deontological principles specific to the profession.
- CT19 Demonstrate a positive affective disposition towards the aesthetic values and formal qualities of the material and visual environment.

Bibliography and Resources

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