



Eina Centre Universitari  
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## PROJECTES 3

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Code: 106037

Credits: 6 ECTS

Course: 2

Semester: 1

Typology: Obligatory

Subject: Projects

Group: 2,6



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## Subject Presentation

### **Brief Description:**

The course proposes a tour of the usual phases of a project in the field of graphic design.

Throughout the quarter, the processes of research and data collection, visual exploration and experimentation, conceptualization and formalization, as well as the final presentation will be addressed progressively.

This theoretical journey will be materialized through three practical projects:

- 1) Editorial design
- 2) Typography and illustration
- 3) Design of identities or graphic systems

### **Training Objectives:**

To lay the foundations for the design methodology in the field of graphic design, providing students with the necessary tools to be able to tackle projects of this nature in each of their phases: visual research capacity, mastery of typography and image creation, ability to create coherent graphic systems, etc.



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## Recommendations

It is recommended to have successfully passed the previous subjects of Projects 1 and Projects 2, as well as the subjects of Drawing Strategies and Digital Representations.

## Contents and Methodology

### **Brief Description:**

The subject is divided into three blocks: research, experimentation and exploration, conceptualization and formalization.

Each of these blocks is made up of a series of theoretical sessions where different techniques and tools will be shown and discussed, references and real cases will be analyzed, and these techniques will be put into practice through a specific project.

### **Teaching methodology:**

Through readings, exercises and the completion of projects, research, analysis, synthesis, conceptualization and graphic formalization processes will be put into practice, which are necessary to address graphic design assignments.

### **Training activities:**

Three projects will be carried out throughout the quarter

#### 1. RESEARCH / EDITORIAL DESIGN – 30% of the final grade

Where to start a project? How to gather and organize information? Students will have to choose from a series of proposed topics or on their own initiative, and carry out research in that field. During the classes, different research and information gathering techniques will be shown, such as brainstorming, mind maps, interviews, visual research and documentation techniques, field studies, the use of direct and indirect references, comparative evaluation, etc. This research will be formalized in an editorial design project.

#### 2. EXPERIMENTATION AND EXPLORATION / TYPOGRAPHY AND ILLUSTRATION – 30%

Is it possible to approach a topic through play and exploration? Can you work without a briefing? This block seeks to improve students' abilities through intensive exploration of graphic representation techniques. Students will create a visual diary on the chosen topic, combining images and text, pillars of visual communication. The objectives are to expand their own visual language through analogue and digital techniques, acquire analytical and critical skills, and understand the importance of rhetorical figures in

graphic design and visual communication.

### 3. CONCEPTUALIZATION AND FORMALIZATION / GRAPHIC IDENTITY DESIGN – 30% of the final grade

The last block of the subject consists of putting into practice all the aspects previously learned during the semester: research, conceptualization, experimentation and visual exploration, graphic formalization, adaptation to different formats/media and final presentation of the project. Students must choose a specific topic to address within the field previously studied and carry out a complete identity design project: naming, design of a graphic system, definition of the art direction and realization of a series of graphic applications to different media.

The remaining 10% of the grade will correspond to workshops or small exercises carried out in class. Each project will be accompanied by a descriptive sheet indicating the training objectives as well as the specific evaluation criteria in each case.

## 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.

The explanation of each exercise will be accompanied by a sheet containing the information

on it, an evaluative rubric and the schedule of partial and/or final deliveries.

The submissions of all exercises will always be made in two formats:

- Physical (in class, according to the requirements established in the form)
- Digital (via Eina intranet)

Deliveries that do not meet the requirements established in the evaluation form for each exercise

(including incomplete deliveries) will be graded as "Not Evaluable" until delivery complete the exercise.

Work submitted late will be re-evaluated at the end of the quarter and will not be eligible for recovery.

Submissions by email will not be accepted under any circumstances.

### **Review process**

Only activities that have been previously suspended can be re-evaluated. Late submissions can be submitted until the re-evaluation week (January), with a maximum grade of 5 points and without the possibility of recovery or improvement of the grade. Only those who have a minimum continuous assessment grade of 8 after submitting the last project can opt to raise their grade.



## Competencies and Learning Outcomes

- CE1 Analyze objects, graphic communications and living spaces to detect design problems, provide alternative solutions and evaluate its social, technological and economic viability.
- CE2 Evaluate uses and program functions, aimed at the conception and formalization of design projects.
- CE5 Master the techniques of graphic representation of spaces and volumes, planes and surfaces characteristic of the design.
- CE6 Use with specialized criteria the architecture of the letter and the different typographic families of the Latin alphabets.
- CE7 Demonstrate that you understand materials, their qualities, processes and manufacturing costs.
- CE10 Structure and graphically prioritize verbal information.
- CE17 Present and reason, orally and in writing, the results and work processes of one's own design objects.
- CE19 Demonstrate that you know the research methods relevant to design and theory, analysis and criticism of design and art.
- CT2 Prepare professional reports and academic works.
- CT3 Demonstrate knowledge and correct use of documentary sources and the bibliography necessary for both the projection as well as for the analysis and reasoned criticism of the design.
- 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.
- CT12 Ability to integrate and synthesize knowledge acquired in different contexts and situations, with flexibility and creativity
- CT13 Guide design action based on values of respect for the environmental environment and sustainability criteria.
- CT14 Value and promote the social use of the environment and communication with special attention to making it accessible to different groups of users and recipients.
- CT15 Value and preserve cultural, artistic and landscape heritage.

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

Lupton, Ellen.

Intuition, action, creation. Graphic Design Thinking.

Gustavo Gili Publishing House, Barcelona 2012

Lupton, Ellen.

Design as storytelling

Gustavo Gili Publishing House, Barcelona 2019

Pelta, Rachel.

Designing today. Contemporary graphic design topics.

Paidós Iberica SA Editions, 2004

Meggs, Philip. W. Purvis, Alston.

History of Graphic Design.

RM, 2015

Wigan, Mark.

Think Visually.

Gustavo Gili Publishing House, Barcelona 2008

Munari, Bruno.

Design as art.

Penguin Classics, 2008

Frazier, Craig.

The Illustrated Voice.

Graphis, Inc. 2003

Gill, Bob.

Forget all the rules you've been taught about graphic design. Even the ones in this book.

Gustavo Gili Publishing House, 1981

Father, Ruben.

The Politics of Design: A (Not So) Global Design Manual for Visual Communication  
BIS Publishers BV, 2016

Vignelli, Massimo.

The Vignelli Canon.

Lars Muller Publishers, 2010.

#### RESOURCES

<https://eyeondesign.aiga.org>

<https://teachingresource.aiga.org/resources>

<https://designobserver.com>

<https://www.itstnicethat.com>

<https://ilovetypography.com>

<http://designishistory.com>

<https://www.artofthetitle.com>