



Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

Passeig Santa Eulàlia 25
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PRODUCCIO GRAFICA

Silvia Escursell Martinez

Supervising Teacher: Silvia Escursell Martinez

Group: 1

Code: 104561

Credits: 6 ECTS

Course: 2

Semester: 2

Typology: Obligatory

Subject: Technology

Schedules:

Group	Schedules	Teacher
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Subject Presentation

Brief Description:

This subject is interpreted from the technological side of design, with the intention of introducing students to the different technical typologies aimed at the formal solution of graphic design projects.

Through the contents taught during the course, it is intended to make known and reinforce the different aspects that revolve around the production of graphic projects, their variables and the multiple construction routes. This area of production is surrounded by a complex world that revolves around materials, printing systems, printing supports, finishes, among others.

Training Objectives:

The objectives of the subject are the following:

- Know the different processes that make up a design project, and understand the relationship of dependency that exists between them.
- Understand and know the professional relationship that exists between the graphic designer, technicians and suppliers.
- Discover the various aspects that make up graphic production processes (the operation of the different printing techniques, the specific language of each specialty and basic technical knowledge, for better optimization of the project conceptualization process).
- Develop the best option for preparing originals for reproduction.
- Learn to work with order, discipline and neatness.
- Achieve student self-management in the design of printed products.
- Visits to suppliers to develop and strengthen communication skills with professionals in the sector.

Recommendations

Contents and Methodology

Brief Description:

Teaching methodology:

Theoretical presentations by the teaching staff
Carrying out exercises and projects related to graphic production
Analysis and discourse of graphic pieces
External visits from professionals from different fields.

Training activities:

1.- Typometry (10%)

Analysis of a printed product

2.- Research and analysis of originals (25%)

Prepare a map of printed materials. (semester)

3.- Color management and inks (5%)

Color modulations (hue and saturation of the sample)

4.- Postcard design (10%)

Creation of a line of postcards. Images and closed format.

5.- Design of a commercial stationery. (10%)

Develop a proposal for commercial stationery, starting from the format. Utilization of paper.

6.- Expandable. Programming.(10%)

Layout a spread with the program of a festival. Emphasis on the synthesis of information and placement of text. Work with tabs.

7.- Adaptations (15%)

Design an institutional A3 (Barcelona City Council). Change the proposal between the students. Make the relevant adaptations, in relation to CAP05 (City Council Style Guide).

8.- Packaging. (15%)

Creation of a die cut and visual proposal for a pack.

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 student must submit all the exercises set in the different sessions of the subject, taking into account the continuous assessment. Emphasis will be placed on the aesthetic and formal quality of the proposals, as well as on the final models/prototypes.

Review process

The review will be carried out according to the academic calendar, following the academic regulations of the Degree in Design.

Learning outcomes of the degree program

Knowledge

Catalogue materials, their properties and physical principles in relation to the conceptualisation and formalisation of design projects, taking into account environmental and sustainability criteria.

Categorise technologies and production processes, along with their respective costs, in relation to the conceptualisation and formalisation of design projects, while ensuring rigour and quality in finishes and details.

Competencies

Propose creative, socially and environmentally sustainable design solutions, aligned with the Sustainable Development Goals (SDGs).

Manage the development of design projects—individually or in teams—with adaptability, within the organisational context of companies and institutions.

Manage design-related tasks autonomously, planning and organising time and processes in professional and/or academic settings.

Apply acquired knowledge to the execution of design and art projects with professional standards, considering user and audience diversity.

Skills

Identify design problems through the analysis of objects, graphic communication elements, and spaces, from a perspective rooted in contemporaneity, universal accessibility, and equal opportunities.

Apply plastic expression skills and knowledge of materials and production technologies in accordance with the objectives of a design project.

Use digital tools and technologies according to creative and production processes in the field of design

Structure visual information hierarchically and apply typographic families and font architecture appropriately.

Apply ethical and aesthetic criteria and values to design practice, taking into account the formal dimensions of environments and their diversity.

Make value judgments about design projects by interpreting data and justifying critical analysis using knowledge of graphic communication, space, objects, and reference texts.

Bibliography and Resources

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