

## 1. BASIC DETAILS

|                       |                                   |
|-----------------------|-----------------------------------|
| <b>Course</b>         | Editing and Graphic Design 2      |
| <b>Degree</b>         | Bachelor's Degree in Advertising  |
| <b>School/Faculty</b> | Social and Communication Sciences |
| <b>Year</b>           | 2º                                |
| <b>ECTS</b>           | 3 ECTS                            |
| <b>Type</b>           | Compulsory                        |
| <b>Language(s)</b>    | Spanish                           |
| <b>Delivery Mode</b>  | On campus                         |
| <b>Semester</b>       | 1st semester                      |

## 2. INTRODUCTION

The Editing and Graphic Design II course is part of the Communication Technology module (Module 5), and is taught in the 2nd year of the Bachelor's Degree in Advertising.

It provides students with the theoretical and practical knowledge to acquire a medium/high knowledge of the tools of the main software covered in the course and which they will use when they start out in the world of work. They will know how to suggest and produce the main pieces that tend to be used in the world of advertising.

## 3. SKILLS AND LEARNING OUTCOMES

### **Key skills (CB, by their acronym in Spanish):**

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

### **Transversal skills (CT, by their acronym in Spanish):**

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

**Specific skills (CE, by their acronym in Spanish):**

CE25 - Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26 - Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

**Learning outcomes (RA, by their acronym in Spanish):**

RA1: Meet the requirements regarding the knowledge of tools covered in the course and which they will use when they start out in the world of work in the advertising sector, due to the eminently practical approach of the subject.

RA2: Use of all software with a medium/high level.

| Skills         | Learning outcomes |
|----------------|-------------------|
| CB4, CT3, CE25 | RA1               |

|                |     |
|----------------|-----|
| CB4, CT3, CE25 | RA2 |
|----------------|-----|

## 4. CONTENTS

- Specialisation in the most important software used for editing, layout and design with programmes such as Adobe Indesign.
- Specialisation in the most important software used for illustration and design with Adobe Illustrator.
- Specialisation in the most important software for digital retouching and photography composition with Adobe Photoshop.
- Extension of graphic and prototype design resources and applications for online content: Proto.io, Invision, Marvel, etc.
- Application of this acquired knowledge in real advertising work, in editing, illustration, design and digital retouching of photographs.

## 5. TEACHING/LEARNING METHODS

### ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

### On-campus:

| Learning activity       | Number of hours |
|-------------------------|-----------------|
| Lectures                | 10              |
| Asynchronous lectures   | 10              |
| Debates and discussions | 10              |
| Case study analysis     | 10              |

|                     |           |
|---------------------|-----------|
| Problem-solving     | 10        |
| Oral presentations  | 10        |
| Group tutorials     | 10        |
| Independent working | 5         |
| <b>TOTAL</b>        | <b>75</b> |

## 7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

**On-campus:**

| Assessment system           | Weighting |
|-----------------------------|-----------|
| On-campus knowledge tests   | 50.0      |
| Reports and written work    | 10.0      |
| Case study/problem scenario | 20.0      |
| Performance observation     | 20.0      |

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

## 8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- GATTER, Mark. Manual de impresión para diseñadores gráficos. Ed. Parramón, 2011
- KUNZ, Willi. Tipografía: macro y micro estética. Ed. Gustavo Gili, 2004
- LALLANA GARCÍA, F. Tipografía y Diseño. Ed. Síntesis, Madrid, 2000.
- LORENZO, Jorge. Diseño y comunicación visual. Ed. Index Book, 2005
- LUPTON, Ellen; COLE PHILLIPS, Jennifer. Diseño gráfico: nuevos fundamentos. Ed. Gustavo Gili, 2016
- LUPTON, Ellen. Intuición, acción, creación: graphic design thinking. Ed. Gustavo Gili, 2012
- VV. AA. Logo Pack: logolounge 4 + logomondo. Ed. Index Book, 2010
- W, Harvey. 1.000 Diseños con tipografía. Ed. Gustavo Gili, 2005
- W, Harvey. Diseño de catálogos y folletos 3. Ed. Gustavo Gili, 2004