

## 1. BASIC

Asignatura	Introdcutio to Graaphic Design
Titulación	Grado en Comunicación Audiovisual
Escuela/ Facultad	Faculty of Economics, Business and Communication Sciences
Curso	1º
ECTS	3 ECTS
Carácter	Basic
Idioma/s	English
Modalidad	On campus
Semestre	S1
Curso académico	2024/2025
Docente coordinador	Begoña Moreno

## 2. INTRODUCTION

The subject *Introduction to Graphic Design* is part of the Audiovisual Technology module (Module 3), which is taught in the first year of the Bachelor's Degree in Audiovisual Communication.

It provides students with the theoretical and practical knowledge necessary for the operation of the latest generation of technological tools for the layout and production of printed and digital media. Desktop publishing and creative design programmes will be used throughout the course, as well as prompts engineering for Generative AI tools.

Image and communication. Design in the communication context. Functions of graphic design. Evolution of printing systems, tools, materials and design objects. Design today: a journey through the ideas that are shaping the development of graphic design in the early years of the 21st century. Study of cultural diversity in the context of globalisation. Study of the different schools Study of visual anthropology and ethnography. Study of popular art and traditions, folklore, etc. Semiotics of design.

## 3. LEARNING OUTCOUTMES

### Skills:

SK 1: Apply audiovisual procedures for sound and image in the audiovisual field.

SK 3: Apply audiovisual creation and dissemination techniques and processes to the design of digital environments.

SK 5: Apply the processes, structures and methods of documentation and historical research in communication. Develop the necessary technical skills needed for the design processes applied to graphic media.

### Competencies:

COMP1. Capacity to identify, interpret, formulate and solve problems that are posed in the audiovisual communication field.

COMP2. Capacity to understand and transmit different social, cultural and political realities through audiovisual products, and to apply current regulations from an open and tolerant perspective.

COMP5. Capacity to act in accordance with fundamental rights, the right to equity between women and men, equality of opportunity and full accessibility for people with disabilities, and with the values inherent to a culture of peace underpinned by democratic values in an audiovisual communications environment.

## 4. CONTENT

The subject is organised into three learning units, which in turn are divided into activities:

### **Learning. Unit 1 (UA1)**

Essence of graphic design. Image and communication. Design in the communication context.  
Functions of graphic design. Tools for digital photo retouching (Basic Level)

### **Learning. Unit 2 (UA2)**

Evolution of printing systems, tools, materials and design objects. The artwork. Tools for digital photo retouching (Intermediate Level)

### **Learning. Unit 3 (UA3)**

Design today: a journey through the ideas that are shaping the development of graphic design in the early years of the 21st century. Project ,GAI USE

## 5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- Lecture. ○ Case method. ○ Problem-based learning.
- Project-based learning.

## 6. TRAINING ACTIVITIES

The following identifies the types of training activities to be carried out and the student's dedication in hours to each of them:

### **On campus:**

Activity	Hours
Lectures	25
Teamwork	10
Project Design and Development	25

<b>Mentoring</b>	<b>5</b>
<b>Work</b>	<b>10</b>
<b>TOTAL</b>	<b>75</b>

## 7. ASSESMENT

The following is a list of the assessment systems and their weighting in the total grade for the course:

### ON CAMPUS:

Sistema de evaluación	Peso
<b>Knowledge tests</b>	<b>50%</b>
<b>Projects</b>	<b>50%</b>

On the Virtual Campus, when you access the course, you will be able to consult in detail the assessment activities to be carried out, as well as the delivery dates and the assessment procedures for each one of them.

### Important:

- 1.- Work handed in after the deadline will not be accepted or will be penalised in the grade.
- 2.- As this is an eminently practical subject, students are required to attend at least 75% of the total number of classes.
- 3.- The justification for absence from class must be presented and will be accepted or not, after verification by the corresponding department of the university.

### 7.1. Regular Call

In order to pass the course in the ordinary call, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher than or equal to 5.0 in the final objective test of the subject, so that it can be averaged with the rest of the activities.

### 7.2. Extraordinary call

In order to pass the course in the extraordinary call, you must obtain a grade equal to or higher than 5.0 out of 10.0 in the final grade (weighted average) of the course.

You must hand in the activities that were not passed in the ordinary exam, after having received the corresponding corrections from the teacher, or those that were not handed in.

## 8. TIMETABLE

In this section you will find the timetable with dates for the delivery of evaluable activities of the subject:

Activities	Deadline
<b>Activity 1. Project</b>	Week 16-17
<b>Activity 2. Knowledge tests</b>	Week 18

This timetable may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

## 9. REFERENCES

The bibliographic search is part of the student's autonomous work. The teacher will be able to guide the student in this search.

The recommended bibliography is listed below:

- AIREY, David. Diseño de logos (Espacio de Diseño) Ed. Anaya Multimedia, 2015
- BASSAT, Luis. El libro rojo de las marcas: como construir marcas de éxito. Debolsillo, 2006
- BIRSCH, Hellen. Drawing, tricks, techniques and resources for visual inspiration. Ed. Gustavo Gili, 2014
- BOYLE, Trish; WITKOWSKY, Mark. Adobe Indesign: from design to production. Ed. Pearson Education. - BRUNO, Munari. Design and audiovisual communication. Ed. GG, 2016

## 10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility in the different campuses of the university and equal opportunities.

This unit offers students:

1. Accompaniment and monitoring by means of counselling and personalised plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, in terms of methodology and assessment, for those students with specific educational support needs, thereby pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop different competences that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students who need educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## **11. SATISFACTION SURVEYS**

Your opinion matters!

Universidad Europea encourages you to participate in the satisfaction surveys to detect strengths and areas for improvement about the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey area of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.