

**Design and Visual Composition in Audiovisual  
Communication**

Code: 103846  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	4	0

## Contact

Name: Jordi Català Domínguez  
Email: Jordi.Catala@uab.cat

## Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

## Prerequisites

In order to take this course, the ideal would be that the students have a minimum knowledge of static visual composition (for communications in press, magazines on paper and online, advertising, posters, websites ...) and know the basics of the design programs: Illustrator, InDesign and Photoshop; it is also required to know some dynamic visual composition (for video communications, visual compositions on television, internet ...) and the most elementary of the programs Premier and After Effects.

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## Objectives and Contextualisation

The subject is framed in the field of aesthetic knowledge, specifically in that of graphic design both static and dynamic, applied to Visual Communication.

Its objective: that students can carry out visual composition works/exercises (static and animated) useful for their subsequent application in the audiovisual communication industry, which includes the company and networks.

Thus, it will offer a panoramic view of what is currently happening in this field, abounding in key examples that can activate not only in the ability of students to communicate but also in the creative potential of this.

The goal is that students end up clearly understanding the great utility of graphic design in communication and the relevance of creativity as a distinctive value that opens doors to the job market. And all this will be achieved in the subject from both a theoretical and, at the same time, very practical.

## Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate creative capacity in audiovisual production.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.

- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

## Learning Outcomes

1. Apply theoretical principles to creative processes.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
7. Disseminate the areas knowledge and innovations.
8. Generate innovative and competitive ideas in research and professional practice.
9. Generate quality audiovisual products with innovative aesthetics.
10. Manage time effectively.
11. Master technological tools for audiovisual production.
12. Respect the diversity and plurality of ideas, people and situations.
13. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
14. Use advanced technologies for optimum professional development.
15. Use ones imagination with flexibility, originality and ease.
16. Value diversity and multiculturalism as a foundation for teamwork.

## Content

The topics to be covered in the course are outlined below, all of which will be taught with a wealth of Practical Examples:

- 1) Design and static and dynamic visual composition in visual communication. General terminology. Definitions of relevant designers (short debate). Panoramic view of the static and dynamic in different current media. Design-form-appearance = Design-form-content = Communication-information vs Communication + emotion (mini-debate).
- 2) Specific static design in visual communication. What is art direction; study of still images (photos, illustrations) and their communicative application; the same about normal typography and emotional typography; the importance of colour will also be dealt with; the graphic connections of a publication (newspaper, magazine ... including advertising campaign), etc.
- 3) Specific dynamic design in visual communication. In video, in television, in film headers and epilogues, in the use in special effects, in animation, in voice, in music, etc.
- 4) Fusion-synthesis of design and static and dynamic visual compositions in multimedia environments. Nothing is new, almost everything has been thought before: " the difficulty lies in rethinking ", said the German philosopher Goethe, by the way, author of a theory of color, a fundamental element in visual communication.
- 5) The concrete parts to realize a project of design and visual composition in communication. Minimum documentation required to carry out a project.

## Methodology

Brainstorming : in search of a creative and feasible idea.

Make a synopsis of the topic. To plant a structure. To make a breafing and to develop it and little. Creating a brand or a header. Establish a creative line. Plan its diffusion.

Activities supervised by the teacher.

By means of individual (or group) face-to-face tutorials, the teacher will try to solve specific problems that the students have about the subject and the practices. From this it can be inferred that the teacher will make the student body more dynamic in the event that the student body is not sufficiently involved in the project. Work will be done in groups of two students for some work, four students for the final work, and there will be an individual test type examination.

Activities carried out by the student.

Read articles and books indicated by the teacher, document in group and individually, understand and master basic terminology. And, of course, the elaboration of exercises in pair, those necessary for the realization of the project and the examination.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Internships in the laboratory	22.5	0.9	1, 15, 3, 13, 4, 5, 6, 11, 9, 8, 10, 12, 14, 16
Seminars	15	0.6	1, 15, 3, 13, 4, 5, 2, 6, 7, 11, 9, 8, 10, 12, 14, 16
Theoretical classes	15	0.6	1, 3, 4, 2, 6, 11, 10, 12, 16
Type: Supervised			
Tutorials	7.5	0.3	1, 3, 13, 4, 2, 6, 10, 12, 16
Type: Autonomous			
Readings, analysis, preparation of work	82.5	3.3	1, 3, 4, 5, 2, 6, 10, 12

## Assessment

The evaluation is continuous and in three parts, each of which must be approved.

- Group practices (60%) of the exercises and the project.
- Written group work after two of the master classes (10%).
- Theoretical examination (30%).

The project and the practical exercises are carried out in computerised classrooms (LAB). They will always be carried out in groups. The teacher will supervise them in each session. He will value especially the creative capacity of the students in front of the project and the exercises, their predisposition to advance in their realization, the resources... used, etc.

Formally, the general guidelines provided by the teacher must be complied with.

Written group work will be based on a question. There must be no spelling mistakes and the writing will also be assessed. Deficient writing will reduce the grade by 2 points, as well as each spelling mistake will subtract 0.30 points from the final grade of the work.

As far as the theoretical exam is concerned, it will be individual and from two questions whose answers will not occupy more than the face of a handwritten page.

On the re-evaluation period

The last three weeks of the course will be devoted to re-evaluation activities and will be open to students who meet the following conditions:

In case of suspension

With a minimum grade of 3 in the theory exam and in the written work exam. Plagiarized work will not be re-evaluated.

If you wish to raise your mark

Only students with an overall grade of 8 are eligible. They will be given individual work, at the proposal of the student or teacher, which will be completed within a maximum of 10 working days.

It is advisable to weigh the decision because it can lower the final grade if the work to raise it is deficient.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group Practices	60%	3.5	0.14	1, 15, 3, 13, 4, 5, 2, 6, 7, 11, 9, 8, 10, 12, 14, 16
Theoretical examination	30%	3	0.12	1, 15, 3, 4, 5, 2, 6, 11, 9, 8, 10, 12, 14
Written group work	10%	1	0.04	1, 15, 3, 13, 4, 5, 2, 6, 7, 11, 9, 8, 10, 12, 14, 16

## Bibliography

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