

**Theory and Techniques of Design**

Code: 104732  
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	1	2

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

**Teachers**

Jordi Català Domínguez

**Prerequisites**

Previous knowledge of user and user-friendly computing

**Objectives and Contextualisation**

In general, it aims to study all graphics on websites and mobile phones, from the point of view of design and visual composition. Allows you to reflect on your involvement in the necessary graphic and documentary representations associated with image and content.

**Competences**

- Design and create aesthetically pleasing, usable interfaces based on users' needs.
- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

**Learning Outcomes**

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Differentiate between the key concepts of visual design and the main digital tools.
3. Distinguish the salient features in all types of documents within the subject.
4. Identify and choose aesthetic elements for interface design.
5. Submit course assignments on time, showing the individual and/or group planning involved.

## Content

1. Generalities of graphic design
2. General typology: Languages and metalanguages
3. Graphic web products
4. Interactivity on the web

## Methodology

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary for the proper follow-up of the subject.

The development of the subject implies the realization of different types of training activities:

- Directed activities

a) Lectures: explanation of the theoretical concepts and rules for practices.

c) Laboratory practices. The main objectives are for the student to carry out informative design practices.

- Supervised activities

a) Individual or group tutorials. Its purpose is to solve learning problems.

- Autonomous activities

a) The students should do the readings indicated as compulsory and all the activities planned for a correct development of the theory and practices in the Laboratory; in addition to the study with a comprehensive reading of the basic bibliography.

Evaluation activities

(Part of a face-to-face session will be devoted to the realization of a written exam).

In total, 1 teacher takes part, who is in charge of the lectures of the theory and two professors in practices that develop individual or group activities.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	30	1.2	2, 4, 5
Master classes with ICT support	24	0.96	2
Practical laboratory preparation	40	1.6	1, 3, 4
Type: Supervised			
Tutorials (individual or group face-to-face activity to solve learning problems)	13	0.52	1, 3

## Assessment

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

To have access to revaluation, the previous grades should be they must be less than o equal to 3,5.

The activities that are excluded from the revaluation process are the collective practices that represent 25% of the rating.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist in a global review. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Deliveries collective work projects	25% of all the activities of the participations, presentations and defenses in front of the group	1	0.04	1, 4, 5
Deliveries individual practical works	25% Practical work is done individually and have a set of activities to be developed	1	0.04	3, 4, 5
Written exam	50% have to demonstrate theoretical knowledge of lectures and master lectures	1	0.04	3, 2

## Bibliography

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Costa, J. (2005). *Identidad televisiva en 4 D*. Design.

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Hervàs, Ch. (2002). *El diseño gráfico en televisión*. Madrid: Cátedra

Huguet, E. (2016). *60 años de la historia del diseño grafico catalán*. Barcelona: CODGC

Lapolli, M. y Vanzin, T. (2016). *Infografía na era da cultura visual*. Florianópolis: Pandion.

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- Ricarte, J. M. (1999). *Creatividad y comunicación persuasiva*. 2ª ed. Barcelona: Servicio de Publicaciones de la Universidad Autónoma de Barcelona y otros.
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