

**Production, Expression and Design of Journalistic Products**

Code: 104984  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	2	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

Name: David Badajoz Dávila  
Email: David.Badajoz@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

### Other comments on languages

Classes are in catalan. All materials are in catalan.

### Teachers

Ana I. Entenza Rodríguez  
Jordi Colet Ruz  
Maria Leonor Balbuena Palacios

### Prerequisites

There are no pre-requisites.

### Objectives and Contextualisation

To train professionals prepared to organize information in the graphic media.

To apply knowledge of journalism in the organization of information and communication in the graphic media.

To transmit information through graphic messages.

To use formal elements and adapt graphic messages taking into account the recipients of the information.

### Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a critical and self-critical capacity.

- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- 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.

## Learning Outcomes

1. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
2. Be familiar with and professionally use the necessary voice and image recording tools.
3. Demonstrate a critical and self-critical capacity.
4. Generate innovative and competitive ideas in research and professional practice.
5. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
10. Use Internet communication resources properly.
11. Use advanced technologies for optimum professional development.
12. Use social responsibility criteria in various information production processes.

## Content

### Block 1: Production

1. Process
2. Materials
3. Specifications

### 4. Costs

### Bloc 2: Edition

1. Composition guidelines
2. Style guidelines
3. Correction guidelines

### Block 3: Design Fundamentals

1. Design Concept
2. Standards
3. Design Theory
4. Entipology

#### Bloc 4: Estètica gràfica

1. Formal apprehension: Sensibilitat i perception
2. Organic and Inorganic
3. Graphic message
4. Aesthetic state

#### Bloc 5: Arquitectura gràfica

1. Tipometria
2. Components
3. Variables

#### Block 6: Colour

1. Tipology
2. Expression
3. Use and reproduction

#### Bloc 7: Tipografia

1. Tipologia
2. Expressió
3. Ús i reproducció

#### Block 7: Type

1. Tipology
2. Expression
3. Use and reproduction

### Methodology

Via Campus Virtual, a chronogram will be available with the activities for each session.

### Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous Work	60	2.4	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1
Seminars	15	0.6	3, 4, 5, 10, 11
Theory Classes	12	0.48	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1
Tutorial	7.5	0.3	7, 2, 9, 3, 4, 6, 5, 11

Type: Supervised

Laboratory Practices	5	0.2	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1
Theory Evaluation	7.5	0.3	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1

## Assessment

Evaluation will be split as follows, although there might be changes due to possible confinements:

R1, 5%; Newspaper 1

R2, 10%; Newspaper 2

R3 STYLE BOOK, 15%

R4 COVER, 7,5%;

R5 TABLE OF CONTENTS, 7,5%;

R6 PAGES 15%

R8 INTERACTIVE 5%

R9 POSTER-BOOK 5%

R10 Test 30%

In case of a second registration, the students will be able to take a single test. This test will consist of the delivery of all pending activities and, if needed, a theoretical test in situ. The qualification of the synthesis test will be the qualification of the subject.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Graphic Design Practices	70%	40	1.6	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1
Theory Exam	30%	3	0.12	7, 2, 9, 3, 4, 6, 5, 8, 10, 12, 11, 1

## Bibliography

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Barcelona: Ediciones EL Sol.

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JOHANSON, Kaj et al. (2011). Manual de producción. Recetas. Barcelona: Gustavo Gili.

LOCKWOOD, Robert (1992). Diseño de la Noticia. Barcelona: Ediciones B.

MARTINEZ DE SOUZA, José (1994). Manual de edición y autoedición.

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OWEN, William (1991). El diseño de revistas. Barcelona: Gustavo Gili.

SUÁREZ CARBALLO, Fernando (2008). Fundamentos del diseño periodístico.

Pamplona: EUNSA.

TENA PARERA, Daniel (2005). Diseño Gráfico y Comunicación. Madrid: Pearson Prentice Hall.

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