

Design and Visual Composition

Code: 103857
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	1
2501933 Journalism	OT	3	2
2501933 Journalism	OT	4	0

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

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Use of Languages

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

Teachers

Marcel Josephus Antonius Maas

Prerequisites

Previous knowledge of user and user-friendly computing

Objectives and Contextualisation

In general, it aims to study all communicative graphics, 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 in informative television.

Competences

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

Content

1. Design and visual composition in informative television images

Definition, history, function

Creation and direction of art, image and design on television

Organigrammes and television structures

2. Visual metalworks

Project, briefing, conduct yarn and storyboards

Formats, point types, cross-links, etc.

Morphological and color contrasts

Graphic figurative, abstract and typographic

Volumetric units: multimedia and 4D

Time, movement, sound, plans, etc.

3. Complementary visual languages

Representation images: brand, head structure, self-promotion, etc.

Content images

Elemental conceptual and complex units

Captured or drawn accessories

4. Synthetic visual languages

Graphic and infographic synthesis

Features, functions and morphology

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 information 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 announcements 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 must make 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.

The health situation could force us to transform face-to-face sessions into online sessions.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory Practices	30	1.2	
Master classes with ICT support	15	0.6	
Type: Supervised			

Tutorials (individual or group face-to-face activities aimed at solving learning problems)	12	0.48
Type: Autonomous		
Practical laboratory preparation	45	1.8
Study: Reading and synthesis of scientific documents	45	1.8

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	30% of all the activities of the participations, presentations and defenses in front of the group	1	0.04	9, 3, 4, 6, 8, 10, 12, 14, 15, 13
Deliveries individual practical works	30% Practical work is done individually and have a set of activities to be developed	1	0.04	9, 3, 4, 11, 6, 8, 12, 14, 13
Written exam	40% have to demonstrate theoretical knowledge of lectures and master lectures	1	0.04	1, 5, 7, 2

Bibliography

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

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

Owen. W. (1991). *Diseño de revistas*. Barcelona: Ed. Gustavo Gili.

Ráfols, R. y Colomer, A. (2003). *El diseño audiovisual*. Barcelona: Gustavo Gili. ISBN: 84-252-1538-2

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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Valero, J.L. (2009): "Clasificación del grafismo de contenido en los informativos de televisión", en Trípodos.com, Barcelona: Universidad Ramon Llull. <http://www.raco.cat/index.php/tripodos/article/view/144347>

Valero, J.L. (Eds.). (2018). *Nuevas Narrativas visuales*. La Laguna: Cuadernos artesanos de comunicación ULL. <https://issuu.com/revistalatinadecomunicacion/docs/cac150>

Software

Video edition (Shotcut, DaVinci)

Graphic editions (Affinity, Inkscape, Gimp)