

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

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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

Maria Leonor Balbuena Palacios
David Badajoz Dávila
Gemma Freixa Rubio

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

PART 1. DESIGN FOUNDAMENTS

1. Journalistic design
2. Graphic message
3. Duality content-graphic form

PART 2. ELEMENTS

Block 1. Graphic architecture

1. Graphic spaces
2. Formats of publication
3. Base grid
4. Visual hierarchy
5. Typoview and typoreading
6. Cover analysis and magazine pages

Block 2. Typography

1. General classification
2. Style, family and serial
3. Character anatomy
4. Typometry

5. Parameters of textual composition
6. Test of readability

Block 3. Colour

1. Visual expression
2. Colour spaces
3. Hue, saturation and brightness
4. Harmony

Block 4. Graphics

1. General classification
2. Bitmap and vectorial
3. Parameters of reproduction

PART 3. TECHNICAL PROCEDURES

1. Graphic production
2. Digital production
3. Materials
4. Visual style book

Methodology

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

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

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			
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

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Evaluation will be split as follows:

R1 (newspaper 1): 0%

R2 (newspaper 2): 10%

R3 (style book) 15% (teamwork)

R4 (cover) 10%

R5 (table of contents) 10%

R6 (magazine pages) 20%

R7 (exam) 30%

R8 (book) 5%

It is necessary to obtain a minimum grade of 5 in activities to pass the subject.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

The activities that are excluded from the revaluation process are R4, R5 and R6.

During one of the classes, the teacher will provide students with 15 minutes to answer the surveys on the teaching performance and the subject or module.

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of doing again the pending activities of the previous year.

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...) will be qualified with 0 in this assignment or exam.

In case there are several irregularities, the final grade of the subject will be 0.

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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Software

Affinity Publisher