2022/2023

Graphic Design and Infographics

Code: 104799
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OT	4	1

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

Prerequisites

Previous user computer knowledge.

Objectives and Contextualisation

- The course is framed in the field of aesthetic knowledge, specifically in graphic design, applied to organizational communication.
- Its objective: to enable students to carry out works/exercises of visual composition that communicate clear ideas useful for their subsequent application in the communication industry of organizations.
- Thus, they will be offered a panoramic vision of what is currently happening in this field, abundant in key examples that can activate not only in the students' ability to communicate but also in their creative potential.

Competences

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Apply design and computer graphics techniques, taking professional standards into account.
2. Apply the most suitable design and computer graphics strategies for an organisation to communicate with its internal or external clients, by organising visuals and public relations products that help to get messages across.
3. Carry out activities on demand, such as announcing events, creating a general image or reporting on a company's news or products.
4. Communicate aesthetically pleasing and practical ideas on behalf of an organisation, which all kinds of target audiences can understand, enjoy and respond to emotionally.
5. Communicate using language that is not sexist or discriminatory.
6. Conceive, plan and execute communication projects about an organisation's design and computer graphics on all types of media, for a particular target audience.
7. Display knowledge of the aesthetic, technical and communicative environment in order to develop an original graphics idea through critical thinking, and generate practical ideas on modern design and computer graphics.
8. Establish objectives for communication through design.
9. Find what is substantial and relevant in documents within the subject.
10. Identify situations in which a change or improvement is needed.
11. Identify the design, computer graphics and publication of the various media, regarding the social impact of the different types of documents.
12. Plan and execute graphics and computer graphics projects as a basis for work.
13. Propose projects and actions that incorporate the gender perspective.
14. Submit high-quality coursework on time, which requires attention to both individual and group work.
15. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

The topics covered in the course are outlined below; all of them will be taught with an abundance of practical examples:

1. Graphic Design and visual composition. General terminology. Definitions...
2. Infographics
    1. Static
    2. Dynamic

Methodology

The detailed calendar with the content of the different sessions will be available on the day of the presentation of the course.

The development of the course involves the realization of different types of activities:

a) Lectures. Theory that will be used to carry out the different exercises.

b) Laboratory practice. Learning different software to perform the exercises. The objective is that the student performs the various practices.

c) Seminars: ICT tools. Practical reflection on the tools used.

In case of change of teaching modality for health reasons, the teacher will inform about the changes that will occur in the programming of the subject and in the teaching methodologies.

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	24	0.96	2, 4, 7, 8, 3, 12, 15
Seminars: ICT tools	9	0.36	7, 15
theory classes	15	0.6	2, 6, 8
Type: Supervised			
Follow-up tutoring	10	0.4	2, 4, 6, 7, 8, 3, 11, 10, 12
Type: Autonomous			
Data research and analysis	35	1.4	6, 8, 11
Work preparation	35	1.4	2, 1, 4, 6, 7, 8, 3, 11, 12, 15

Assessment

This course can be passed through continuous assessment (CA). The theoretical test will be written. The evaluation activities are:

- Activity a) Laboratory practices (50% of the final grade).
- Activity b) Theoretical knowledge test (15% of the final grade).
- Activity c) Delivery of work (30% of the final grade).
- Activity d) Participation in the follow-up tutorials (5% of the final grade).

In order to pass the course, all the activities of activity a and activity c must be handed in, which must have a minimum grade of 4 in order to obtain the average grade of the course.

The activities a, b and c that are failed (between 0-4.99) can be recovered. The teacher will indicate the recovery process on a case-by-case basis.

The activity of by its very nature is not recoverable.

The final grade obtained in the case of recoveries will be weighted from the initial grade recovered.

Attendance to the laboratory practices is compulsory. The unexcused absence of the student in these sessions will result in a 0 in the grade of this activity.

Plagiarism: The student who makes any irregularity (copy, plagiarism,...) will be graded with 0 in this evaluation activity. In case of several irregularities, the final grade of the course will be 0.

The proposed teaching methodology and evaluation may undergo some modification depending on the restrictions imposed by the health authorities.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Delivery of jobs	30%	6	0.24	2, 1, 5, 4, 6, 7, 8, 3, 11, 10, 12, 14, 13, 15, 9
Follow-up tutoring	5%	2	0.08	4, 7, 11, 12, 15
Laboratory practices	50%	12	0.48	4, 7, 12, 15
Theory test	15%	2	0.08	7

Bibliography

Alberto Cairo. (2008). *Infografía 2.0: Visualización interactiva de información en prensa.* Alamut.

Alberto Cairo. (2011). *El arte funcional: infografía i visualización de la información.* Alamut.

Shaoqiang Wang. (2017). *Infografía: Diseño y visualización de la información.* Promopress.

Valentina D'Efilippo i James Ball. (2018). *La historia infográfica del mundo.*

Timothy Sahara. (2002). *Diseñar con y sin retícula.*

Software

For the correct follow up of the course we will use the following software available at the Faculty:

- Affinity: Photo, Publisher and Designer
- Davinci Resolve
- Excel
- Word
- Powwerpoint
- Flourish
- Tableau

Proprietary programs and online tools may be used.