

Production, Expression and Design of Journalistic Products

Code: 104984
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	2	2

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

Gemma Freixa Rubio

Jordi Olive Calvo

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.
- 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.

- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems 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 in order to undertake further training with a high degree of autonomy.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
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 professionally use the necessary voice and image recording tools.
4. Communicate using language that is not sexist or discriminatory.
5. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
6. Identify situations in which a change or improvement is needed.
7. Propose new methods or well-founded alternative solutions.
8. Propose projects and actions that incorporate the gender perspective.
9. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
10. 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.
11. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
12. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
13. Use Internet's communication resources properly.
14. Use one's imagination with flexibility, originality and ease.
15. 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

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

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.

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	1, 4, 3, 5, 6, 7, 8, 12, 11, 9, 10, 13, 15, 2
Seminars	15	0.6	14, 5, 12, 9, 13
Theory Classes	12	0.48	4, 3, 5, 11, 10, 13, 15, 2
Tutorial	7.5	0.3	3, 5
Type: Supervised			
Laboratory Practices	5	0.2	14, 3, 5, 7, 8, 12, 9, 13, 15, 2
Theory Evaluation	7.5	0.3	4, 3, 5, 7, 11, 9, 10, 13, 15, 2

Assessment

EVALUATION ACTIVITIES DESCRIPTION:

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.

SYSTEM OF REVALUATION

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.

SECOND ENROLMENT

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.

PLAGIARISM

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

UNIQUE EVALUATION

This subject does not include the unique evaluation system.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Graphic Design Practices	70%	40	1.6	14, 3, 5, 6, 7, 8, 11, 9, 10, 13, 15, 2
Theory Exam	30%	3	0.12	1, 14, 4, 3, 5, 6, 7, 12, 13, 15, 2

Bibliography

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Software

Affinity Publisher

Affinity Photo