

Degree	Type	Year
Journalism	OB	2

Contact

Name: David Guerrero Ramiro

Email: david.guerrero@uab.cat

Teachers

Carlos David Badajoz Dávila

Gemma Freixa Rubio

Jordi Olive Calvo

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no prerequisites.

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

Unit 1. Fundamentals of Design

- Graphic design
- Design theory
- Journalistic design

Unit 2. Printed Journalistic Products

- History and evolution of journalistic design
- Newspapers
- Magazines
- Relationship between print and digital media

Unit 3. Design Elements

- Visual architecture
- Typography
- Color
- Graphic imagery
- Infographics

Unit 4. Design Process

- Semiotics
- Conceptualization
- Composition
- Production
- Printing

Activities and Methodology

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

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Magazine practices	40%	22	0.88	14, 3, 5, 6, 7, 8, 11, 9, 10, 13, 15, 2
Magazine project	20%	14	0.56	1, 14, 3, 5, 6, 7, 11, 9, 10, 13, 15, 2
Newspaper practices	15%	4	0.16	14, 3, 5, 6, 7, 8, 11, 9, 10, 13, 15, 2
Theory exam	25%	3	0.12	1, 14, 4, 3, 5, 6, 7, 12, 13, 15, 2

ASSESSMENT ACTIVITIES

Theory exam: 25%

Daily practices: 15%

Magazine project: 20%

Magazine execution practices: 40%

It is necessary to obtain a minimum grade of 5 in all the scheduled activities to pass the course.

SYSTEM OF REVALUATION

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

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 carries out any irregularity that may lead to a significant variation in the grade of an assessment activity, that assessment activity will be graded with a 0, regardless of the disciplinary process that may be initiated.

If various irregularities occur in the assessment activities of the same subject, the final grade for that subject will be 0.

ARTIFICIAL INTELLIGENCE

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

UNIQUE EVALUATION

This course does not provide for a single-assessment system.

Bibliography

ANGELETTI, Norberto i OLIVA, Alberto (2002). Revistas que hacen e hicieron historia. Barcelona: Ediciones EL Sol.

CALDWELL, Cath and ZAPPATERRA, Yolanda (2014). Diseño editorial. Periódicos y revistas / Medios impresos y digitales. Barcelona: Gustavo Gili.

CAMPI, Isabel (2020). ¿Qué es el diseño? Barcelona: Gustavo Gili.

CANGA LAREQUI, Jesús (1984). El diseño periodístico en la prensa diaria. Normas básicas. Barcelona: Editorial Bosch.

DONDIS, Donis A. (2017). La sintaxis de la imagen. Introducción al alfabeto visual. Barcelona: Gustavo Gili.

HELLER, Eva (2010). Psicología del color. Cómo actúan los colores sobre los sentimientos y la razón. Barcelona: Gustavo Gili.

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

LEWIS, Angharad (2016). ¿Quieres publicar una revista? Autoedición, diseño, creación y distribución de publicaciones independientes. Barcelona: Gustavo Gili.

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

LUPTON, Ellen (2011). Pensar con tipos. Guía clave para estudiantes, diseñadores, editores y escritores. Gustavo Gili.

MARTINEZ DE SOUZA, José (1994). Manual de edición y autoedición. Madrid: Ediciones Pirámide.

MESTRES, JOSEP et al. (1996). Manual d'estil. La redacció i edició de textos. Barcelona: Eumo Editorial.

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

TENA PARERA, Daniel (2011). Diseñar para comunicar. Barcelona: Editorial Bosch.

- (2017). Diseño gráfico publicitario: diseño gráfico y dirección de arte publicitaria. Madrid: Editorial Síntesis.

Software

Affinity Publisher

Affinity Photo

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	11	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	12	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	13	Spanish	second semester	morning-mixed
(PLAB) Practical laboratories	21	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	22	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	23	Spanish	second semester	morning-mixed
(TE) Theory	1	Catalan	second semester	morning-mixed
(TE) Theory	2	Catalan	second semester	morning-mixed