

25354 - Graphic Design and Infographics

Syllabus Information

Academic year: 2024/25

Subject: 25354 - Graphic Design and Infographics

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year:

Semester: First Four-month period

Subject type: Optional

Module:

1. General information

The subject seeks to train in the representation and visualization of data to achieve a correct understanding and communicate statistics, information and journalistic narratives effectively. The research and analytical character of students is stimulated, deepening their capacity to be competent in the analysis of reality and its inquiry.

In addition to the SDGs in Section 6, this subject works on the SDGs 16: Peace, Justice and Strong institutions and 17: Alliances to Achieve goals.

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand the different types of information graphics and their function, and apply this knowledge to the technical mastery of the computer applications appropriate to each situation, with the indicator of applying the knowledge to the analysis of infographics.
- Apply the concepts and tools to the ideation and construction of informative graphics, with the indicator of to elaborate informative graphics of various types on different units.

3. Syllabus

1. Presentation. The different forms of communication. Form and function.
2. History and evolution of Graphic Design.
3. The birth and development of a technology: Infographics as representation and communication of data.
4. Evolution of infographics, from John Snow to augmented reality.
5. Types and applications of graphics.

4. Academic activities

Expository and participative classes on the content of the course.

Analysis and case studies: based on news published in the media, Individual and group work based on project-oriented learning.

Assessment tests.

5. Assessment system

First Call.

Continuous assessment

1. Delivery of eight infographics (40%: 5% each). Assessment criteria: appropriateness of the type of infographics used, clarity and order of the proposal, internal coherence of the design and knowledge put into practice.
2. Project to visualize an original journalistic story using real data, which has not been previously published in any media (60%). Evaluation criteria: search for data from reliable sources, quality of visualization of the same, adequacy of the type of graphic or graphics chosen to the data collected and the quality of the final design of the project *Overall evaluation*

1. Written test: questions on the contents and key concepts of the course (50 %).

2. Practical test: realization of an infographic project from a given data set (50 %).

Criteria for assessment: relevance and quality of the contents, analytical skills, correctness in writing, clarity exposure, ability to transform the data provided into a graphic visualisation project, adaptation of the type of graphic work carried out to the data.

Second Call

Global evaluation test identical to the first one.

6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality
- 10 - Reduction of Inequalities