

25330 - Designing and editing printed publications

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	3
Period	Second Four-month period
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

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- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

The syllabus covers the following topics:

1. THE IMPORTANCE OF DESIGN, Searching for definition. Presentation of the concept and of the curriculum.
2. GRAPHIC DESIGN AND THE JOURNALISTIC VARIANT. Journalistic design. Criteria of balance. Design elements. Composition.
3. GLOSSARY OF TERMS. Heading, headline, capital letter, body, family, column rule, widow line, sidebar...
4. TYPOGRAPHY. From the alphabet tradition to digital self-publishing. Typographic families. Typographic features. Graphic morphology of the text "type" and/or block.
5. COVER AND SECTIONS. The design of the various pages of the publication.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

The recommended bibliography can be found on the University of Zaragoza Library website (<http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1>)