25122 - Introduction to Design

Información del Plan Docente

Academic Year	2016/17
Academic center	301 - Facultad de Ciencias Sociales y Humanas
Degree	278 - Degree in Fine Arts
ECTS	6.0
Course	2
Period	First Four-month period
Subject Type	Optional
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

5.2.Learning activities

5.3.Program

CROSS CONTENTS

Design Tools I:

Design elements: creativity, typography, symbols and images.

Project methodology: briefing / contrabriefing

creative process

Teamwork

Design Tools II:

Hand tools for drawing and illustration: drawing, lettering, color, photography.

Software: Adobe Illustrator (panoramic tour), Adobe Photoshop (start from zero level), image digitization, typography, Adobe Acrobat.

PROGRAM

1. Historical tour for graphic design.

a. Precursors of graphic design.

b. graphic designers and illustrators today.

2. The logo

a. Guidelines for simplicity: The seal.

3. Workshop of graphic resources: cover books.

a. Illustration of Letters

b. Illustration of concepts

4. The poster.

5.4.Planning and scheduling

5.5.Bibliography and recomended resources