Universidad Zaragoza

Year : 2018/19

25876 - Graphic Design Applied to Products

Syllabus Information

Academic Year:	2018/19
Subject:	25876 - Graphic Design Applied to Products
Faculty / School:	110 -
Degree:	558 - Bachelor's Degree in Industrial Design and Product Development Engineering 330 - Complementos de formación Máster/Doctorado
ECTS:	6.0
Year:	330 - Complementos de formación Máster/Doctorado: XX 558 - Bachelor's Degree in Industrial Design and Product Development Engineering: 2
Semester:	Half-yearly
Subject Type:	ENG/Complementos de Formación, Compulsory
Module:	---

General information

Aims of the course

The subject is responsible for providing students with the knowledge to achieve an effective graphic presentation of the projects, and to provide an image of the brand to the designed products.

Throughout the course exercises and projects dealing with topics such as computer graphics design, illustration, composition, branding, packaging, etc., are made.

Context and importance of this course in the degree

The course of Graphic Design Applied to Product's main objective is to be a complementary tool for students and future industrial designers. Students will learn basic graphic design elements and create brands and interfaces applied to products. At the same time the focus will be on graphic resources used for project presentations, documentations, strengthening the communicative values of the media.

Recommendations to take this course

This course starts from scratch regarding any previous graphic design knowledge, although it is advisable to overcome the subjects: Design Workshop I and Design Workshop II in order to have acquired a work methodology on design projects and to have a good level of artistic representation , in order to improve and enhance the communication skills developed in this subject.

Learning goals

Competences

After attending Graphic Design Applied to Product the students should be able:

1 To conduct effective and professional presentations applying drawing and digital technologies, using visual skills to communicate ideas and concepts efficiently, by selecting the most appropriate media and contents.

2 To define the corporate identity and create manuals that define its correct uses and applications.

3. To use other skills necessary for the development of the profession such as:

*Profession basic knowledge.

*Capacity for analysis and synthesis.

* Ability of continuous learning.

*Capacity for teamwork.

*Ability to work independently.

The developed competencies are:

CB01. Students have demonstrated knowledge and understanding in a field of study that is part of the general secondary education curricular, and is typically at a level which, although it is supported by advanced textbooks, includes some aspects that involve knowledge of the forefront of their field of study.

CB02. Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.

CB03. Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include an important reflection on social, scientific or ethical issues.

CB04. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB05. Students have developed those skills needed to undertake further studies with a high degree of autonomy.

GC01. Able to acquire basic knowledge of the profession of industrial design, to combine that generalist knowledge and expertise with those who generate innovative and competitive proposals.

GC03. Ability to design and develop design projects in aspects related to the nature of products and services, their relevance to the market, usage environments and user, and based on their manufacture, the selection of materials and processes most appropriate in each case considering relevant aspects such as quality and product improvement.

GC04. Ability to organize time effectively and coordinate activities to acquire new knowledge quickly and perform under pressure.

GC05. Capacity to collect, manage, analyze and synthesize information from various sources for the development of design projects and product development. Capacity to use this documentation to obtain conclusions aimed at solving problems and making decisions with initiative, creativity and critical thinking, in order to generate new product concepts, new ideas and solutions.

GC06. Ability to generate the necessary documentation for the proper transmission of ideas through graphics, reports and technical documents, models and prototypes, oral presentations in Spanish and other languages.

GC07. Ability to use and master techniques, skills, tools and techniques and communication and others specific of design engineering needed for design practice.

GC08. Ability to learn continuously, to develop autonomous learning strategies and to work in multidisciplinary groups with motivation and determinationto achieve goals.

GC09. Knowing the industries, organizations, regulations and procedures and other elements to be considered in industrial design projects.

GC10. Ability to plan, budget, organize, direct and control tasks, people and resources.

SC05. Ability to conduct effective and professional presentations through drawing and digital technologies using visual skills to communicate ideas and concepts quickly and efficiently, by selecting the most appropriate media and content.

SC19. Ability to define corporate identity and create their visual identity and style manual that define their proper uses and applications.

BC BASIC COMPETENCES GC GENERAL COMPETENCES SC SPECIFIC COMPETENCES

Learning goals

When passing the subject the student should have mastered the graphic design software and to know how to find the right content to communicate more efficiently. Graphic design applied to the product should add value and improve usability. The student must be able to create corporate images and define their proper uses and applications. During the practical classes group work is encouraged, making decisions based on the conclusions drawn thanks to the performed analisys. In the course students will learn to optimize resources in the visual presentations of their projects.

The student, to overcome this subject, should demonstrate the following results:

1. He/she is able to know, understand and critically analyze the role of graphic design in the visual messages within the different environments in which the profession of industrial designer moves.

2. He/she is able to work and apply their knowledge, both theoretical and practical aspects of the different specialties, in exercises and projects proposed by various graphic design tools.

Importance of learning goals

The subject is mandatory in the 2nd semester of the 2nd year. At this time students have learned working methodology in other subjects realizing projects as Design Workshop I and II.

The course provides students with the necessary knowledge to make different media presentation of high graphics quality.

Assessment (1st and 2nd call)

Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that it has achieved the intended learning outcomes through the following assessment activities

The course consists of two parts with different percentage:

* 70% practical work (40% exercises, 30% module project)

* 30% Theoretical Exam

Students must pass both parts of the subject, theoretical and practical.

There will be joint assessment by teachers of the module, so that the evaluation of the practical work of the student will be given by three notes :

* Exercises (note of the GDAP teacher 40%)

* Work or module project (note of the GDAP teacher 40%)

* Work or project module (note of the team of teachers 10%)

Theoretical exam in test format includes contents seen during the course .

Note: Following the rules of the University of Zaragoza, in the subjects that have continuous or gradual assessments, the overall assessment will be scheduled for students who decide to adopt the second option.

Methodology, learning tasks, syllabus and resources

Methodological overview

The methodology used in the course promotes continuous student work, applying the theoretical contents in the different exercises and projects developed in the practical sessions.

In the lectures the most general and important aspects of graphic design will be shown, using real examples selected for their representatively and utility for the exercises performed in the practical sessions.

In the practical sessions, practical contents are being explained and exercises are being revised with students.

Practical classes of one of the groups may be given in English.

Learning tasks

Students will learn various aspects of graphic design such as: basic elements of graphic language , color, typography. Its implementation will be done through various exercises in which the student will demonstrate the ability to communicate different values through typographic design and composition of panels, brand design, brand manual and practical examples of its application. The student, in the various practical exercises, will apply his/ hers design to the product and various media that will serve for the final presentation.

Total teaching load of the subject 6 ECTS: 150 hours for the student.
Of which:

15 h. Theoretical class (15 classes 2h.)
45 h. Practice class (15 sessions of 3 hours.)

10 h. Supervised practices (face‐to‐face tutorials)
15 h. theoretical autonomous study (the student)
50 h. practical autonomous work (by the student)
15 h. examination and presentation of projects

Syllabus

The contents of the subject will be presented in the following blocks:

1. Introduction to Graphic Design

2. Basic elements of graphic lenguage

3. Typography

4. Branding.

5. Composition and layout

6. Application of graphic design.

7. Color

8. Printing Techniques

Course planning and calendar

The semester is composed of 15 weeks. First sessions are dedicated to the theoretical part, to implement the learned content in exercises during the second part of the semester.

At the beginning of the semester a detailed timetable will be provided.

During the first practical classes the software related to graphic design, image editing, vector drawing and layout will be presented.

The exercises have the objective of putting into practice the contents presented in lectures that are weekly held in double sessions.

The subject shares content with other subjects of the 2nd year, 2nd semester course, so coordination of activities and time managing is necessary. Each key date or activity is defined in the common module project brief, in timing of sessions calendar and in the presentation of works section.

Bibliography and recommended resources