25122 - Introduction to Design

Syllabus Information

Academic Year: 2019/20
Subject: 25122 - Introduction to Design
Faculty / School: 301 -

Degree: 278 - Degree in Fine Arts

ECTS: 6.0
Year: 2
Semester: First Four-month period
Subject Type: Optional
Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

4.2.Learning tasks

4.3.Syllabus

The course will address the following topics:
SECTION 1. CROSS CONTENTS
- Design Tools I:
    - Design elements: creativity, typography, symbols and images.
    - Project methodology: briefing / contrabriefing
    - Creative process
    - Teamwork
- Design Tools II:
    - Traditional 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.

SECTION 2. CONTENTS

Topic 1. Historical tour for graphic design.
- a. Precursors of graphic design.
- b. Graphic designers and illustrators today.

Topic 2. The logo
- a. Guidelines for simplicity: The seal.

Topic 3. Workshop of graphic resources: cover books.
- a. Illustration of Letters
- b. Illustration of concepts

Topic 4. The poster.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Ciencias Sociales y Humanas" website: fcsh.unizar.es

4.5.Bibliography and recommended resources