

Production, Expression and Design in the Press

Code: 103117
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	2	1

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Teachers

Ana Entenza Rodríguez

Maria Leonor Balbuena Palacios

David Badajoz Dávila

Beatriz Hontanilla Pizarro

Prerequisites

They have not described.

Objectives and Contextualisation

- Develop professional skills to organize information in graphic media.
- Apply the knowledge of journalism in the organization of information and communication in graphic media.
- Transmit information through graphic messages.
- Use the formal elements and formulate the graphic messages according to the subjects of the information.

Competences

- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
2. Design, organise and screen journalistic documentary productions of a scientific or social nature and undertake work experience in the field of conceptualisation and pre-production.
3. Generate innovative and competitive ideas in research and professional practice.
4. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
5. Use advanced technologies for optimum professional development.

Content

SUBJECT 1. PROCEDURES

Block 1: Production

Process
Materials
Specifications
Costs

Block 2: Editing

Layout rules
Style rules
Correction rules

SUBJECT 2. BACKGROUNDS

Block 3: Theoretical framework of design

Concept of design
Standard
Design theorization
Entipology

Block 4: Graphic aesthetics

Formal apprehension: Sensitivity and perception
Organic and Inorganic
Graphic message
Aesthetic status

SUBJECT 3. ELEMENTS

Block 5: Graphic architecture

Typometry
Components
Variables

Block 6: Color

Color spaces
 Expression
 Use and reproduction

Block 7: Typography

Typology
 Expression
 Use and reproduction

Block 8: Graphics

Typology
 Expression
 Use and reproduction

* The content of the subject will be sensitive to aspects related to the gender perspective.

Methodology

Training activities in credits ETCS, the teaching-learning methodology and the relation with the skills that students have to a

Training activities	% ECTS; HOURS		
Activity directed			
Theoretical class			10%; 15h.
Seminars			10%; 15h.
Laboratory activities			15%; 22,5h.
Activities			
Supervised activity			
Type: Directed			
Seminars and laboratory activities	37.5	1.5	2,5% 17,5h.
Theory	15	0.6	4, 1
Type: Supervised			
Autonomous activity			
Tutorial	7.5	0.3	4, 1

Type: Autonomous				55%; 82,5 h.
Reading, analysis and synthesis of texts, preparation and realization of works.				
Activities	82.5	3.3	2, 4, 1	

Evaluative activity Assessment

PROCESS AND EVALUATION ACTIVITIES

The subject consists of the following evaluation activities: 5%; 7,5h.

- *Evaluation 1: undo and redo page; daily press* (5% of the final grade).
- *Evaluation 2: section page; daily press* (10% of the final grade).
- *Evaluation 3: book of visual style; magazine* (15% on the final grade).
- *Evaluation 4: magazine pages* (15% of the final grade).
- *Evaluation 5: magazine cover* (5% of the final grade).
- *Evaluation 6: magazine table of contents* (5% of the final grade).
- *Evaluation 7: theory exam* (40% of the final grade).
- *Evaluation 8: poster-portfolio of activities* (5% of the final grade).

In order to pass the subject, it is necessary to obtain a minimum grade of 5 on each evaluation activities.

PROGRAMATION OF THE SUBJECT

The detailed calendar will be presented on the first day of class. It will be available on the Virtual Campus, where students will also be able to access the detailed description of each exercise, practice, as well as additional materials, and any necessary information to follow the classes properly.

REVALUATION PROCESS

Students are entitled to the recovery of the course if they have been evaluated of a minimum of 2/3 of the total grade of the subject.

THEORETICAL PART (R7)

Students who participate in the continuous evaluation and fail the theoretical test will have to pass a second test (instructions will be given via Subject Schedule and Virtual Campus).

PRACTICAL PART (R1, R2, R3, R4, R5, R6 and R8)

In the context of continuous evaluation - and considering the practical nature of the subject (article 112 of the agreement of the *Consell de Govern* of July 12, 2017) - students who do not pass the practical activities in the first instance will have two additional weeks from the day the results are published, with the aim of correcting the deficiencies detected and presenting the activity again. Being a repetition of the same activity, the grade will have a weight of 75% of the initial value. With this system, the teaching team values the planning and the learning capacity of the student. Furthermore, it implements a mechanism that allows catching up for students with difficulties.

SECOND REGISTRATION

In case of a second registration, the students will be able to take a single test. This test will consist of the delivery of all pending activities and, if needed, a theoretical test in situ. The qualification of the synthesis test will be the qualification of the subject.

PLAGIARISM

Students who carry out any kind of irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation, will be qualified with a 0. In case of several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
CLASS 1-2-3-4-9 (R7) Graphic theory.	40	4	0.16	3, 4, 1
CLASS 12-13-14: (R4) Magazine pages.	15	0.5	0.02	3, 4, 5, 1
CLASS 12-13: (R5) Magazine cover.	5	0.5	0.02	3, 4, 5, 1
CLASS 12-13: (R6) Magazine table of contents.	5	0.5	0.02	2, 3, 4, 1
CLASS 15: (R8) Poster-portfolio of activities.	5	0.5	0.02	3, 4, 5, 1
CLASS 5-6 : (R1) Undo and redo page; daily press.	5	0.5	0.02	3, 4, 5, 1
CLASS 7-8: (R2) Section page; daily press.	10	0.5	0.02	3, 4, 5, 1
CLASS 9-10-11: (R3) Book of visual style (magazine).	15	0.5	0.02	3, 4, 5, 1

Bibliography

ANGELETTI, Norberto i OLIVA, Alberto (2002). *Revistas que hacen e hicieron historia*. Barcelona: Ed. EL Sol.

CANGA LAREQUI, Jesús (1984). *El diseño periodístico en la prensa diaria. Normas básicas*. Barcelona: Editorial Bosch.

LOCKWOOD, Robert (1992). *Diseño de la Noticia*. Barcelona: Ediciones B.

MARTINEZ DE SOUZA, José (1994). *Manual de edición y autoedición*. Madrid: Ediciones Pirámide.

MESTRES, JOSEP et al. (1996). *Manual d'estil. La redacció i edició de textos*. Barcelona: Eumo Editorial.

OWEN, William (1991). *El diseño de revistas*. Barcelona: Gustavo Gili.

SUÁREZ CARBALLO, Fernando (2008). *Fundamentos del diseño periodístico*. Pamplona: EUNSA.

TENA PARERA, Daniel (2005). *Diseño Gráfico y Comunicación*. Madrid: Pearson Prentice Hall.

- (2011). *Diseñar para comunicar*. Barcelona: Editorial Bosch.

* This bibliography is extended during the course with other works that deal with specific topics of interest for the subject.