ESERP
Business & Law School

DESIGNING AND EDITING

COURSE: SECOND

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

PROFESSOR: DRA. RAQUEL CRISÓSTOMO

OBJECTIVES:

The purpose of the subject Designing & editing is that the student acquires enough abilities and skills to know the most important elements of design and that they know how to apply them to different graphic representations related to advertising, marketing, and public relations.

COMPETENCES:

- Learning to apply their knowledge to their works or vocations in a professional way and possessing the skills that usually are demonstrated through elaboration and defending of the arguments and resolution of problems inside of their area of study.

- Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.

GENERAL

- Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.

- Designing and developing of new ideas and projects that incorporate innovative concepts and methodologies.

LEARNING OUTCOMES:

- The students will be able to design a corporate identity manual

- The students will be able to design press advertisements

- The students will be able to design media campaigns and non-conventional supports

- The students will be able to apply the principles of graphic design

CONTENT:

1. Fundamentals of design I. History of graphic design.

- What is graphic design?

- Introduction to evolution of artistic movements

- Beginnings of advertisement design

2. Fundamentals of design II. Elements and principles of art and design.

- Primary forms

- The point, the line and the area

- Dynamism, emphasis and contrast

- The logo: cases studies

3. Word and image in advertising design: Art, meet copy

- Conception and collaboration of concept in the proposal of the design

4. Fundamentals of design III. Typography

- Working with typography

- Typographical classification according to its morphology

5. Tools to create visual content applied to develop campaigns

- Photoshop workshop

6. Infographics

- Fundamentals of creation

- Positioning and ranking of information

7. Advertising Graphic Design. Advertisement and media

- Corporate identity and branding

- Planning, designing and producing a campaign

8. Graphic design orientated to packaging

- Package design, planning and production

- Design aspects

9. Web orientated design

– Accessibility and interactivity

– Web optimization

– Color and typography in Web

– Developing a web designing strategy

10. Fundamentals of editorial design: basic layout

– Reticle and model

– Working with continuous text

– Working with images and color

EVALUATION SYSTEM:

There will be two partial, written and individual exams, covering non-cumulative content, each one weighting 25% of the final grade; the remaining 50% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work.

The only items that are possible to be recovered in the week of recovery are both exams. It is required to obtain a grade of 5 or more in these exams in order to make average with the rest of evaluation activities. It is mandatory to assist to both exams, to hand in the group work and to make the presentation in order to make the average. The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed one or the

two-midterm exams, the student will have the chance to recover the exams in the complementary period, in order to improve the marks.

If the student fails any of the midterms, he or she only will obtain as maximum a 50/100 at the recovery of that midterm.

If the student has passed the midterms but wants to improve the grades of them, he or she can retake the midterms during the complementary period, but that will be the final grade from that exam that he or she will obtain, but never less than a 50/100.

Only uploaded exercises at the specific dateline will be graded. If the activity is not at the moodle platform by the stablished time, the professor will grade the activity directly with a zero.

The date of the recoveries are:

2ºRPA: January 29th

2ºRPB: February 1st

2ºRPC: February 1st

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work. Additionally, during the hours of personal work, the students

will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

1. Oral presentations (group activity):

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day, this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners. But in any case the participation can be recovered another day. Presentation time will be 15 minutes as maximum. Any presentation format can be used (powerpoint, prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded the day before the beginning of the presentations at the moodle platform by all the students of the group. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero in the specific case of the student that didn't upload the content.

Oral presentations will be on:

- 2ºRPA: January 8th and 14th

- 2ºRPB: January 8th and 11th

- 2ºRPC: January 10th and 11th

Oral presentations will be uploaded by January 7th by 11:59 pm. Here's the rubric for the oral presentations:

Name: _____   Score: _____

Oral Presentation Rubric

	4—Excellent	3—Good	2—Fair	1—Needs Improvement
Delivery	• Holds attention of entire audience with the use of direct eye contact, seldom looking at notes • Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points	• Consistent use of direct eye contact with audience, but still returns to notes • Speaks with satisfactory variation of volume and inflection	• Displays minimal eye contact with audience, while reading mostly from the notes • Speaks in uneven volume with little or no inflection	• Holds no eye contact with audience, as entire report is read from notes • Speaks in low volume and/or monotonous tone, which causes audience to disengage
Content/ Organization	• Demonstrates full knowledge by answering all class questions with explanations and elaboration • Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence	• Is at ease with expected answers to all questions, without elaboration • Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions	• Is uncomfortable with information and is able to answer only rudimentary questions • Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence	• Does not have grasp of information and cannot answer questions about subject • Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions
Enthusiasm/ Audience Awareness	• Demonstrates strong enthusiasm about topic during entire presentation • Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject	• Shows some enthusiastic feelings about topic • Raises audience understanding and awareness of most points	• Shows little or mixed feelings about the topic being presented • Raises audience understanding and knowledge of some points	• Shows no interest in topic presented • Fails to increase audience understanding of knowledge of topic
Comments				

2. **Final work (group activity):** The students will be required to develop a topic related to the subject. This topic can be about the redesign of a brand or a product or design a new one (real or not). There's no a specific extension

required. Mandatory parts of this work will be (there can be other extra points that the student consider necessary):

- Introduction to the product(s)/brand/and business area

- Description of the objectives (the main problem to solve, the main idea that it has to be communicated, objectives of the redesign, the storytelling behind the redesign, etc.)

- Redesign actions: explaining of the use of the different elements that you have change or incorporated, how they are involved with the philosophy of the redesign, what have you done, how and why).

- Conclusions.

It's recommended to take notes or photos of the progression of the work because it can help you.

Some of the parts of the final work will be worked at class at the photoshop workshops.

The dateline will be on December 20th by 11.59pm

3. Midterm exam (individual activity):

Short questions and long questions about the first part of the course. The exam will be on:

2ºRPA: November 6th

2ºRPB: November 9th

2ºRPC: November 9th

Review for the exam will be done on previous session. The midterm is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).

- 2nd part: 10 short questions (maximum punctuation: 3 points).

- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

4. Final exam (individual activity): Short questions and long questions about the second part of the course. The exam will be on:

2ºRPA: January 15th

2ºRPB: January 18th

2ºRPC: January 18th

Review for the exam will be done on previous session. The exam is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).

- 2nd part: 10 short questions (maximum punctuation: 3 points).

- 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).

5.   Follow-up of the activities (individual/group activity):

The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform.

- •   Evaluable activity 1: concept of the personal brand and logo sketch (related to the individual activity)
- •   Evaluable activity 2: art and advertisement
- •   Evaluable activity 3: redesign actions of the final work
- •   Evaluable activity 4: principles of design applied to advertising campaigns
- •   Evaluable activity 5: Design of a poster campaign using a briefing

These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform. There are two exercises for extra credits that will help to improve your final average or also increase your possibilities in the case of a grade with honors.

6. Individual activity:

The objective of the individual activity is to design the student personal brand's image. The individual activity will be done in different parts during the course with supervisor of the professor. These different parts are progressive and they must be have an integrated concept and be coherent between them. At the end of the subject student must deliver the complete individual activity with these mandatory parts:

- Concept of the personal brand

- Original Logo

- Business card

- Original Resumé

- Original webpage

Some of the parts of the individual activity will be worked at class during the Photoshop workshops. Delivery of the individual activity will be on December 14th by 11:59pm. The individual activity will be graded in two parts: the content, by itself, and the individual presentation. These individual oral presentations will be done in 5 minutes. If the student is missing that day, this means a zero grade. If the absence is justified can be recovered another day. The time extension of the presentation will be penalized. Any presentation material can be used (powerpoint, prezi, etc.). Presentations will be done on:

- 2ºRPA: December 10th and 11th

- 2ºRPB: December 11th and 14th

- 2ºRPC: December 13th and 14th

REFERENCE BOOK:

- García Llorente, José (2014). *Técnicas de diseño gráfico corporativo. Manual teórico.* Madrid: Editorial CEP.

COMPLEMENTARY BIBLIOGRAPHY:

- Bürdek. Bernhard E. (2005). *History, Theory and Practice of Product Design.* Berlin: De Gruyter.

- Cordoba Moreno, Enrique et alt. (2012). *Photoshop CS6 Superfácil.* Ra-Ma.

- García Llorente, José (2014). *Técnicas de diseño gráfico corporativo. Cuaderno de ejercicios.* Madrid: Editorial CEP.

- Jonas, et alt. (2015). *Transformation Design. Perspectives on a new design attitude.* De Gruyter.

- Ware, Colin (2012), *Information Visualization.* Elsevier

Activity	Percentage weights	Competences and learning results	Conditions	Dedication
Midterm 1	25%	CB2+R4	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	20 h. of study
Midterm 2	25%	CB2+R4	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	20 h. of study
Follow-up of the activities	10%	Activity 1: R5+CG8 Activity 2: R1+CB4+CE2 Activity 3: R4+CB4 Activity 4: R3+CE2 Activity 5: R2+CE2	Individual or groupal depending of the activity. There will be 5 activities of a 2% each one. Any activity uploaded out of the dateline, won't be accepted and can't be recovered.	25 h.
Group work	20%	R5+CB2+CB4+CG1	Only will be graded if the material presentation is uploaded in the dateline. This activity can't be recovered.	30 h.
Oral presentation of group work	10%	R5+CB2+CB4+CG1	Only will be graded if the material presentation is uploaded in the dateline. This activity can't be recovered.	
Individual activity	10%	CB2+CB4+CG1	Divided in two parts: the activity (5%) and its oral presentation in 5 minutes (5%). This activity can't be recovered.	10h.
Class hours: 60h.				
Total time of dedication to the subject: 165 h.				