COURSE DESCRIPTION

COURSE/SUBJECT: JOURNALISTIC DESIGN
YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1ST
DEGREE: JOURNALISM
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2018/2019
FACULTY OF HUMANITIES
AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Journalistic Design
Code: a202; k204; l202; m203
Year (s) course is taught: 2nd Semester (s) when the course is taught: 1st & 2nd
Type: Core Subject ECTS of the course: 6 Hours ECTS: 30
Language: English Modality: On-campus
Degree (s) in which the course is taught: Journalism
School which the course is taught: Humanities and Communication Sciences

2. ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERES:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. Laura González Díez</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:design@ceu.es">design@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td></td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>PhD in Information Sciences by Universidad Complutense de Madrid. Associate Professor.</td>
</tr>
<tr>
<td>Research Lines</td>
<td>Typography in periodicals. History of Journalistic Design. The graphic design of the information in the new supports (with a (six-year) period of research activity recognized by CNEAI)</td>
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</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>Name:</td>
<td>Dr. Ariadna Cánovas Rivas</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:ariadna@ceu.es">ariadna@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
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<table>
<thead>
<tr>
<th>Lecturer(s):</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>Name:</td>
<td>Jorge Solana Aguado</td>
</tr>
<tr>
<td>Phone (ext):</td>
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</table>
3. COURSE DESCRIPTION

Journalistic Design is a subject that proposes the theoretical and practical analysis of the principles and foundations of graphic design of information in periodical publications: newspapers and magazines, mainly. The subject offers the student the knowledge and development of the skills and abilities in the functions of the graphic designer within the communicative scheme and of the attributes, norms and basic principles of graphic design and the putting into page of the information: typography, image (photography, illustration and infographics), colour and grids, not only as an executor but also as a translator, interpreter and conceptualizer of journalistic publishing projects.

To successfully complete this subject it is necessary that the student has previously passed the basic course of the first course ‘Fundamentals of Art and Design’.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC17</td>
<td>Skills in the formal and aesthetic design aspects of written, graphic, audio-visual and digital media as well the use of information technology to represent and transmit facts and data by infographic systems and photography techniques.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:
Code | Learning outcomes
---|---

1. - Acquire the philosophical and rational foundations of aesthetics and artistic creation, as well as their ontological and epistemological implications in order to apply this knowledge to graphic design and photographic creation.

2. - Develop the skills and abilities in the functions of the graphic designer within the communicative scheme and the attributes, norms and basic principles of Graphic Design (Typography, Images, Colour and Placing) and Photography, not only as executor / a but also as a translator, interpreter and conceptualizer of creative projects that become reality and are put into practice.

3. - Use new computer technologies applied to Graphic Design and Photography, aimed at the development of pages of any type of printed and / or electronic publication.

### 5. LEARNING ACTIVITIES

#### 1. DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>LA4</td>
<td>PR - Practice</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

#### 2. DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
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<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA4 Practice</td>
<td>Educational activity aimed preferably at the skill of applying knowledge (skill 2 MECES) and representative of the practical activities or areas (laboratories, radio studios and television studios and/or any spaces pertinent to the field of communication).</td>
</tr>
<tr>
<td>LA7 Self Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
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</table>
6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 100% attendance to the practical classes is required.
- It is mandatory to turn-in 100% of the practical work.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR - Assessment of Practical Activities and Simulations (Indesign 20% + Classwork 20%)</td>
<td>40%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment Projects</td>
<td>20%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>80%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment Projects</td>
<td>20%</td>
</tr>
</tbody>
</table>

ORDINARY EXAMINATION (continuous assessment)

EXTRAORDINARY EXAMINATION
- Those students who have passed the Final Project in the ordinary seating will maintain their qualification for the extraordinary examination.
- Those students who have passed the IT Practices in the ordinary seating will maintain their qualification for the extraordinary examination.
- It is mandatory to pass the Written Exam to pass the subject.

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>Tests, short-question and essay-question exams, exercises, case studies...</td>
</tr>
<tr>
<td>AS4</td>
<td>Practical Activities and Simulations</td>
</tr>
<tr>
<td>AS5</td>
<td>Group and solo work, related with the theoretical content of the module</td>
</tr>
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</table>
7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:


Unit 2. The design process. Phases of the process. Elements that make up the external structure of a periodical publication: header, format, box or spot, margins, columns, modules, folio. Elements that make up the internal structure: structure of sections, placement of advertising, adjustment order, typology, use of graphic material.


Unit 5. Typography in journalistic design. Macrophotography and microtype. The most suitable type for the different textual and non-textual typographical resources of a periodical publication.

Unit 6. The image in journalistic design. Photography, illustration and infographics, keys for your choice and layout in the design of periodicals.


PRACTICE PROGRAM:

HANDMADE PRACTICE PROGRAM:

Practice 1. Aesthetic reading of a printed and / or digital publication.
Practice 2. Preparation of a plan and an order of adjustment.
Practice 3. Comment and analysis of different newspaper models according to the design / content relationship.
Practice 4. Comment on different models of page design.
Practice 7. Comment on typography in journalistic design.
Practice 8. Putting the page in the journalistic design.
Practice 9. Comment on the use of color in design.
Practice 10. Comment on the history of journalistic design.

PROGRAM OF COMPUTER PRACTICES:

Practice 1. Skills and abilities: update in the handling of the interface and the tools of the editing and design software, as well as the treatment of the text, the image and the different typographical resources: elaboration of an internal newspaper page.
Practice 2. Layout of the graphic and typographic elements: elaboration of an interior page of the
Practice 3. Elaboration of the grid and the grid of the final project of the subject.
Practice 4. Layout of the graphic and typographical elements: elaboration of an internal newspaper page (interpretive informative key).
Practice 5. Layout of the graphic and typographical elements: elaboration of an internal newspaper page (tabloid key).
Practice 6. Design of newspaper or magazine covers and header tests.
Practice 9. Layout of graphic and typographical elements of the final project of subject / 1.
Practice 10. Layout of the graphic and typographical elements of the final project of subject / 2.
Practice 11. Layout of graphic and typographic elements of the final project of subject / 3.
Practice 12. Layout of graphic and typographic elements of the final project of subject / 4.

## 8. RECOMMENDED READING

### 1. ESSENTIAL BIBLIOGRAPHY:


### 2. ADDITIONAL BIBLIOGRAPHY:


### 4. WEB RESOURCES:

- [http://designspiration.net](http://designspiration.net)
- [http://newspagedesigner.org/](http://newspagedesigner.org/)
- http://www.aiga.org
- http://www.creativebloq.com
- http://www.graphic-design.com
- http://www.graphic-design.com
- http://www.howdesign.com
- http://www.snd.org/
- https://designschool.canva.com

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.