



Teaching Guide				
Identifying Data				2018/19
Subject (*)	Graphical Communication in Architecture	Code	630G01053	
Study programme	Grao en Arquitectura			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	Fifth	Optional	4.5
Language	SpanishGalicianEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Expresión Gráfica Arquitectónica			
Coordinador	Fernandez-Gago Longueira, Paula	E-mail	paula.fernandez-gago@udc.es	
Lecturers	Fernandez-Gago Longueira, Paula Fraga Lopez, Francisco Javier Mantiñan Campos, Carlos Pernas Alonso, Maria Ines	E-mail	paula.fernandez-gago@udc.es javier.fraga@udc.es carlos.mantinan@udc.es ines.alonso@udc.es	
Web	<a href="http://www.ryta-udc.es/">http://www.ryta-udc.es/</a>			
General description	Poñer en coñecemento do alumnado os contidos teóricos sobre os procesos de comunicación gráfica, representación, ideación, deseño, fotografía, medios audiovisuais, señalética e infografía necesarios para o desenvolvemento práctico do programa docente plantexado.			

Study programme competences / results	
Code	Study programme competences / results
A10	REPRESENTACIÓN ESPACIAL: aptitude ou capacidade para aplicar, tanto manual como informaticamente, os sistemas de representación gráfica, dominando os procedementos de proxección e corte, os aspectos cuantitativos e selectivos da escala e a relación entre o plano e a profundidade.
A13	IDEACIÓN GRÁFICA: aptitude ou capacidade para concibir e representar graficamente a figura, a cor, a textura e a luminosidade dos obxectos e dominar a proporción e as técnicas de debuxo, incluídas as informáticas.
A37	ANÁLISE DE FORMAS: comprensión ou coñecemento das leis da percepción visual e da proporción, as teorías da forma e da imaxe, as teorías estéticas da cor e os procedementos de estudo fenomenolóxico e analítico das formas arquitectónicas e urbanas.
A41	BASES ARTÍSTICAS: comprensión ou coñecemento da estética e a teoría das artes e da produción pasada e presente das belas artes e as artes aplicadas susceptibles de influír nas concepcións arquitectónicas, urbanísticas e paisaxísticas.
B1	Learn how to learn
B2	Resolver problemas de forma efectiva.
B3	Aplicar un pensamento crítico, lóxico e creativo.
B4	Traballar de forma autónoma con iniciativa.
B5	Traballar de forma colaborativa.
B7	Comunicarse de maneira efectiva nun entorno de traballo.
B8	Visión espacial.
B9	Creatividade.
B10	Sensibilidade estética.
B11	Capacidade de análise e síntese.
B12	Toma de decisións.
B13	Imaxinación.
B14	Habilidade gráfica xeral.
B17	Cultura histórica.
B20	Sensibilidade cara a temas medioambientais.
B22	Traballo en colaboración con responsabilidades compartidas.
B24	Coñecementos de informática relativos ao ámbito de estudo.



Learning outcomes		
Learning outcomes	Study programme competences / results	
Knowledge and application of the procedures of design for the resolution of graphic projects and architectural applications. Knowledge of the aesthetic and expressive organisation of the visual arts as starting point for the aesthetic perception of the surroundings.	A13 A37 A41	
Handle the elements of visual vocabulary for his graphic generation in a suitable support. Handle photographic technics as a visual tool for the exhibition of graphic and architectural projects.	A10	B4 B5 B8 B9 B10 B11 B12 B13 B14
Handling photographic technics like visual tool in the exhibition of graphic and architectural projects. Know apply the suitable computer tools to each graphic project.		B1 B2 B3 B7 B17 B20 B22 B24

Contents	
Topic	Sub-topic
1: VISUAL COMUNICACION.	Subject 1: Visual comunicacion at present. Subject 2: Visual arts. Concept. Visual vocabulary. Subject 3: Presentation Technics today: Photography, infographics, videos, photomontages.
2: CORPORATE IMAGE. PROGRAM DESIGNING.	Subject 4: Corporate Image. Program designing. Subject 5: Corporate Image in Architecture. Subject 6: Environmental graphism.
3: THEORY AND PRACTICE IN SIGNAGE.	Subject 7: Theory and practice in signage. Subject 8: The language of signage. Subject 9: The colour of signage.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A37 A41 B24	9	0	9
Seminar	B9 B10 B12	16	0	16
Supervised projects	A10 A13 B2 B3 B4 B5 B8 B11 B13 B17 B22	0	80	80
Objective test	B14	0	1	1
Events academic / information	B1 B20	1.5	0	1.5
Oral presentation	B7	4	0	4
Personalized attention		1	0	1

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.



Methodologies	
Methodologies	Description
Guest lecture / keynote speech	An hour long theoretical lesson, given with computer support, developing the contents in the program of the subject, for his utilisation in practical proposals.
Seminar	Seminar by working block: Lectures given by part of the work groups, showing the adopted solution to the corresponding section of the tutoring work. Opening the floor for comments, with the participation of the rest of groups, about parts of the work previously defined.
Supervised projects	Semiannual practice exposed at the beginning of the semester and separated in several sections, each one of which constitutes an application block of the contents given in the lectures. This practice is realized in group, assuming a collaborative work and sharing decisions. In each one of the separated blocks of the tutoring work, the student has to do an individual research work about the subject treated in the block. Contemplating individual tutoring of the student about the tutoring work, in its presential development as well as in non presential.
Objective test	It is a theoretical/practical test used for the learning evaluation, that enables the possibility of determining whether the student has reached his expected learning level. Constituting an instrument of measure, rigorously articulated, allowing to evaluate capacities, skills, performance, aptitudes and attitudes.
Events academic / information	Other complementary activities for the student training constituted by assistance to conferences, talks, exhibitions, etc.
Oral presentation	At the end of the semester, each group has to do an oral presentation of the general practice realised, presenting each one of the sections and with the participation of all the members, during a time previously set.

Personalized attention	
Methodologies	Description
Supervised projects	Personal attention is conceived as a working presential moment of the student with the professor in reduced group and individualized tutoring to be done in the previously set hours by the professor.

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Objective test	B14	Theoretical/practical test used to evaluate the student individual learning .	30
Supervised projects	A10 A13 B2 B3 B4 B5 B8 B11 B13 B17 B22	Done during all the semester following the schedules given to the student with periodicity allowing the follow-up and correct of the practice.	60
Oral presentation	B7	Presentation of the students showing the work made during the semester.	10

Assessment comments
<p>According to the 7th article from the Evaluation, Review and Claim Norms for the qualification of the Degree and University Master Studies for students with partial dedicacion or with specific modalities about learning, and in support for mobility, will adapt teaching and tutoring works as well as tests and evaluation exams.</p> <p>First opportunity: Final qualifications will answer to porcentual criteria established according to evaluation methodologies. Due to its caracter of continuous evaluation, the student has to assist at least the 80 % of the classes. In no case will be evaluated tutoring works without required monitoring and controlling.</p> <p>Second opportunity: Students are not allowed to sit the second opportunity, without fulfilling the assistance and work requirements for the first opportunity.</p>

Sources of information



<b>Basic</b>	<ul style="list-style-type: none"><li>- Gerritsen, Frans (1988). Evolution in color. Pennsylvania : Schiffer,</li><li>- Knobler, Nathan (1970). El diálogo visual. Introducción a la apreciación del arte. Aguilar</li><li>- Satué, Enric (1977). El diseño gráfico en España. Historia de una forma comunicativa nueva. Alianza Editorial</li><li>- Costa, Joan (2013). Los 5 pilares del branding : anatomía de la marca. Barcelona : CPC</li><li>- Cohen, David (2012). A visual language : [elements of design] / David Cohen &amp; Scott Anderson. London : Herbert Press</li><li>- Meggs, Philip B. (1991 (2000 reimp.)). Historia del diseño gráfico. México : Trillas</li><li>- edited by Mathieu Lommen (2012). The book of books : 500 years of graphic innovation/. London : Thames &amp; Hudson</li><li>- Müller-Brockmann, Josef, 1914-1996. (1998). Historia de la comunicación visual. México : Gustavo Gili</li><li>- Martínez-Val, Juan. (2004). Comunicación en el diseño gráfico : la lógica de los mensajes visuales en diseño, publicidad e Internet. Madrid : Laberinto</li><li>- Heller, Steven (2012). Cien ideas que cambiaron el diseño gráfico. Barcelona : Blume</li><li>- Satué, Enric (2012). El diseño gráfico desde los orígenes hasta nuestros días. Madrid : Alianza</li><li>- Poulin, Richard (2012). El lenguaje del diseño gráfico: conocimiento y aplicación práctica de los principios fundamentales del diseño. Barcelona ; Promopress</li><li>- Skolos, Nancy (2012). El proceso del diseño gráfico: del problema a la solución. Barcelona : Blume</li><li>- Landa, Robin (2010). Diseño gráfico y publicidad : fundamentos y soluciones. Madrid : Anaya Multimedia</li><li>- Hess, Jay (2010). Diseño gráfico para moda . Barcelona : Acanto</li><li>- Meggs, Philip B (2009). Historia del diseño gráfico . Barcelona : RM</li><li>- Mariño Campos, Ramón (2007). Diseño de páginas web y diseño gráfico : metodologías para la implementación de sitios web y para el diseño gráfico. Vigo : Ideaspropias</li><li>- Twemlow, Alice (2007). ¿Qué es el diseño gráfico? : manual de diseño. Barcelona : GG</li><li>- Gil, Emilio (2007). Pioneros del diseño gráfico en España . Barcelona : Index Book</li><li>- González Romano, José Mariano (2001). Diseño de páginas web iniciación y referencia . Madrid : McGraw-Hill</li><li>- Bastos de Quadros Junior, Itanel (2009). Las páginas web : un nuevo campo del diseño gráfico. La Laguna : Universidad de La Laguna</li></ul>
<b>Complementary</b>	

## Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(\*The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.