Teaching Guide

	Identifying Data				**2018/19**
Subject (*)	Graphic Communication in Architecture			**Code**	630G02053
Study programme	Grao en Estudos de 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 Pernas Alonso, Maria Ines	**E-mail**	paula.fernandez-gago@udc.es ines.alonso@udc.es	
Web				
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**
A1	"Ability to apply graphical procedures to the representation of spaces and objects (T) "
A2	Ability to conceive and represent the visual attributes of objects and master proportion and drawing techniques, including digital ones (T)
A64	Coñecemento avanzado de aspectos específicos da materia de Expresión Gráfica Arquitectónica no contemplados expresamente na Orde EDU/2075/2010
B2	Students can apply their knowledge to their work or vocation in a professional way and have competences that can be displayed by means of elaborating and sustaining arguments and solving problems in their field of study
B4	Students can communicate information, ideas, problems and solutions to both specialist and non-specialist public
B7	Knowing the role of the fine arts as a factor that influences the quality of architectural design
C3	Using basic tools of information technology and communications (ICT) necessary for the exercise of the profession and for lifelong learning

Learning outcomes			
Learning outcomes	**Study programme competences / results**		
Knowledge and application of design procedures for the resolution of graphic projects and architectural applications.	A1 A2 A64		
Knowledge of the aesthetic and expressive organization of the visual arts as a starting point for the aesthetic perception of the environment.		B2 B7	
Handle the elements of the visual vocabulary for graphic formalization in the appropriate support.	A2		
Handle photographic techniques as a visual tool in the exhibition of graphic and architectural projects.		B4	
Know how to apply the appropriate computer tools to each graphic projec			C3

Contents	
Topic	**Sub-topic**

I. VISUAL COMUNICATION	Visual comunicacion at present.
	Visual arts. Concept. Visual vocabulary.
	Presentation Technics today: Photography, infographics, videos, photomontages.
II. CORPORATE IMAGE. PROGRAM DESIGNING.	Corporate Image in Architecture.
	Environmental graphism.
III. THEORY AND PRACTICE IN SIGNAGE.	The language of signage.
	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	A2	9.5	0	9.5
Supervised projects	A1 A64 B7	16	59.5	75.5
ICT practicals	C3	0	14	14
Document analysis	B4	0	6.5	6.5
Objective test	B2	0	1	1
Oral presentation	B4	4	0	4
Introductory activities	B2	1	0	1
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.
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 colaborative 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.
ICT practicals	Methodology that allows students to effectively learn, through practical activities (demonstrations, simulations, etc.) the theory of a field of knowledge, through the use of information technology and communications. ICT practicals suppose an excellent support and channel for the treatment of the information and practical application of knowledge, facilitating the learning and the development of abilities on the part of the students.
Document analysis	Methodological technique that involves the use of audiovisual and / or bibliographic documents relevant to the subject matter with activities specifically designed to analyze them. It can be used as a general introduction to a topic, as an application tool for case studies, for the explanation of processes that can not be observed directly, for the presentation of complex situations or as a synthesis of theoretical or practical contents.
Objective test	It is a theoretical / practical test used for the evaluation of learning, whose distinctive feature is the possibility of determining if the student has reached the expected level of learning. It will be an instrument of measurement, rigorously articulated, that allows evaluating capacities, skills, performance, aptitudes and attitudes. The Objective Test can combine different types of questions: multiple choice questions, ordering, short answer, discrimination, fill in..., association ..., etc. It may also consist of just one of the types of questions above.
Oral presentation	At the end of the semester, each group must make an oral presentation of the supervised project carried out during the course, presenting each one of its sections and participating all the members of the team, during a previously fixed time.

Introductory activities	Initial explanation of the goals that are to be achieved during the four-month period, linked to the training program of the subject.

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**
Supervised projects	A1 A64 B7	It will be held throughout the four-month period in the hours provided to students and with a periodicity that allows the monitoring and correction of the exposed tutored practice.	60
Objective test	B2	Theoretical-practical test that is used for the evaluation of individual student learning.	30
Oral presentation	B4	The student work team will make an oral presentation of the work done throughout the four-month period.	10

Assessment comments

Sources of information	
Basic	- Knobler, Nathan (1970). El diálogo visual. Introducción a la apreciación del arte. . Aguilar
	- Satué, Enric (1977). El diseño gráfico en España. Historia de una forma comunicativa nueva. Alianza Editorial
	- Cohen, David (2012). A visual language : [elements of design] / David Cohen & Scott Anderson. London: Herbert Press
	- Meggs, Philip B. (1991(2000 reimp.)). Historia del diseño gráfico.. Mexico:Trillas
	- Mathieu Lommen (2012). The book of books : 500 years of graphic innovation. London:Thames & Hudson
	- Martínez-Val, Juan (2004). Comunicación en el diseño gráfico : la lógica de los mensajes visuales en diseño, publicidad e Internet. Madrid: Laberinto
	- Heller, Steven (2012). Cien ideas que cambiaron el diseño gráfico. Barcelona:Laberinto
	- Skolos, Nancy (2012). El proceso del diseño gráfico: del problema a la solución. Barcelona:Blume
	- 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
	- Costa, Joan (1989). Señalética de la señalización al diseño de programas. Barcelona:CEAC
	- Cossu, Matteo. (2010). Usted está aqui : diseño de señalética . Barcelona:Maomao
	- Costa, Joan (2007). Señalética corporativa . Barcelona : Costa Punto Com
Complementary	- Sánchez Avillaneda, María del Rocío (2005). Señalética conceptos y fundamentos: una aplicación en bibliotecas.. Buenos Aires:Alfagrama

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