



## Teaching Guide

| Teaching Guide      |                                                                                                                                                                                                                                                                        |        |                             |           |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------|-----------|
| Identifying Data    |                                                                                                                                                                                                                                                                        |        |                             | 2015/16   |
| Subject (*)         | Comunicación gráfica en Arquitectura                                                                                                                                                                                                                                   |        | Code                        | 630G01053 |
| Study programme     | Grao en Arquitectura                                                                                                                                                                                                                                                   |        |                             |           |
| Descriptors         |                                                                                                                                                                                                                                                                        |        |                             |           |
| Cycle               | Period                                                                                                                                                                                                                                                                 | Year   | Type                        | Credits   |
| Graduate            | 2nd four-month period                                                                                                                                                                                                                                                  | Fifth  | Optativa                    | 4.5       |
| Language            |                                                                                                                                                                                                                                                                        |        |                             |           |
| Teaching method     | Face-to-face                                                                                                                                                                                                                                                           |        |                             |           |
| Prerequisites       |                                                                                                                                                                                                                                                                        |        |                             |           |
| Department          | Representación e Teoría Arquitectónica                                                                                                                                                                                                                                 |        |                             |           |
| Coordinador         | Pernas Alonso, Maria Ines                                                                                                                                                                                                                                              | E-mail | ines.alonso@udc.es          |           |
| Lecturers           | Fernandez-Gago Longueira, Paula                                                                                                                                                                                                                                        | E-mail | paula.fernandez-gago@udc.es |           |
|                     | Fraga Lopez, Francisco Javier                                                                                                                                                                                                                                          |        | javier.fraga@udc.es         |           |
|                     | Mantiñan Campos, Carlos                                                                                                                                                                                                                                                |        | carlos.mantinan@udc.es      |           |
|                     | Pernas Alonso, Maria Ines                                                                                                                                                                                                                                              |        | 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

| Code | Study programme competences                                                                                                                                                                                                                                                              |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 |                                                         |  |
| Knowledge and application of the procedures of design for the resolution of graphic projects and architectural applications.<br>Knowledge of the aesthetic and expressive organisation of the visual arts as starting point for the aesthetic perception of the surroundings.    | A13<br>A37<br>A41           |                                                         |  |
| Handle the elements of visual vocabulary for his graphic generation in a suitable support.<br>Handle photographic technics as a visual tool for the exhibition of graphic and architectural projects.                                                                            | A10                         | B4<br>B5<br>B8<br>B9<br>B10<br>B11<br>B12<br>B13<br>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. Initiation to the design of pages web like personal resource of the designer in his proyecciónb social. |                             | B1<br>B2<br>B3<br>B7<br>B17<br>B20<br>B22<br>B24        |  |

| Contents                                  |                                                                                                                                                                                                |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic                                     | Sub-topic                                                                                                                                                                                      |
| 1: VISUAL COMUNICATION.                   | Subject 1: Visual comunicacion at present.<br>Subject 2: Visual arts. Concept. Visual vocabulary.<br>Subject 3: Presentation Technics today: Photography, infographics, videos, photomontages. |
| 2: CORPORATE IMAGE. PROGRAM DESIGNING.    | Subject 4: Corporate Image. Program designing.<br>Subject 5: Corporate Image in Architecture.<br>Subject 6: Environmental graphism.                                                            |
| 3: THEORY AND PRACTICE IN SIGNAGE.        | Subject 7: Theory and practice in signage.<br>Subject 8: The language of signage.<br>Subject 9: The colour of signage.                                                                         |
| 4: INFORMATICS APPLIED TO GRAPHIC DESIGN. | Subject 10: Web creation and design.<br>Subject 11: Images, formats and sizes.<br>Subject 12: Servers and domains. Web maintenance and updates.                                                |

| Planning                       |                  |                      |                               |             |
|--------------------------------|------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests          | Competencies     | Ordinary class hours | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech | A37 A41 B24      | 12                   | 0                             | 12          |
| Seminar                        | B7 B9 B12        | 26                   | 0                             | 26          |
| Supervised projects            | B2 B3 B5 B11 B22 | 0                    | 64.5                          | 64.5        |
| Objective test                 | B14              | 2                    | 0                             | 2           |
| Events academic / information  | B1 B20           | 2                    | 0                             | 2           |
| Oral presentation              | B10              | 2                    | 3                             | 5           |
| 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.<br><br>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.<br><br>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    | 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     | Description                                                                                                                                    | Qualification |
| Objective test      | B14              | Theoretical/practical test used to evaluate the student individual learning .                                                                  | 15            |
| Supervised projects | B2 B3 B5 B11 B22 | Done during all the semester following the schedules given to the student with periodicity allowing the follow-up and correct of the practice. | 75            |
| Oral presentation   | B10              | 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 present to the second opportunity, without fulfilling the assistance and work requirements for the first opportunity.</p> |

| Sources of information |
|------------------------|
|------------------------|



|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Basic         | <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> |
| Complementary |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

## 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.