



Teaching Guide

Teaching Guide				
Identifying Data			2020/21	
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	Pernas Alonso, Maria Ines	E-mail	ines.alonso@udc.es	
Lecturers	Pernas Alonso, Maria Ines	E-mail	ines.alonso@udc.es	
Web	http://www.ryta-udc.es/			
General description	To put in knowledge of the students the theoretical contents about the processes of graphic communication, representation, ideation, design, photography, audio-visual media, signage, and infographics necessary for the practical development of the proposed teaching program.			
Contingency plan	1. Modifications to the contents No changes in the contents. 2. Methodologies *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation On-line Mode *Evaluation observations: Assessment through Moodle and Teams 5. Modifications to the bibliography or webgraphy			

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. 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 COMUNICATION.	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	Ordinary class hours	Student's personal work hours	Total hours
Objective test	B14	5	0	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
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.

Personalized attention

Methodologies	Description
	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	Description	Qualification
Objective test	B14	Theoretical/practical test used to evaluate the student individual learning .	100

Assessment comments

This subject does not have face-to-face classes according to the implementation of the new Grade in Studies of Architecture

Sources of information



Basic	- Gerritsen, Frans (1988). Evolution in color. Pennsylvania : Schiffer, - 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 - Costa, Joan (2013). Los 5 pilares del branding : anatomía de la marca. Barcelona : CPC - 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. México : Trillas - edited by Mathieu Lommen (2012). The book of books : 500 years of graphic innovation/. London : Thames & Hudson - Müller-Brockmann, Josef, 1914-1996. (1998). Historia de la comunicación visual. México : Gustavo Gili - 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 : Blume - Satué, Enric (2012). El diseño gráfico desde los orígenes hasta nuestros días. Madrid : Alianza - Poulin, Richard (2012). El lenguaje del diseño gráfico: conocimiento y aplicación práctica de los principios fundamentales del diseño. Barcelona ; Promopress - Skolos, Nancy (2012). El proceso del diseño gráfico: del problema a la solución. Barcelona : Blume - Landa, Robin (2010). Diseño gráfico y publicidad : fundamentos y soluciones. Madrid : Anaya Multimedia - Hess, Jay (2010). Diseño gráfico para moda . Barcelona : Acanto - Meggs, Philip B (2009). Historia del diseño gráfico . Barcelona : RM - 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 - Twemlow, Alice (2007). ¿Qué es el diseño gráfico? : manual de diseño. Barcelona : GG - Gil, Emilio (2007). Pioneros del diseño gráfico en España . Barcelona : Index Book - González Romano, José Mariano (2001). Diseño de páginas web iniciación y referencia . Madrid : McGraw-Hill - Bastos de Quadros Junior, Itanel (2009). Las páginas web : un nuevo campo del diseño gráfico. La Laguna : Universidad de La Laguna
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.