COURSE GUIDE	2023/24

Faculty	323 - Faculty of Social and Communication Sciences	**Cycle**	.
Degree	GPERIO31 - Bachelor's Degree in Journalism	**Year**	Third year

COURSE

27105 - Principles of Journalistic Design	**Credits, ECTS:**	6

COURSE DESCRIPTION

1 Description and contextualization of the subject

The Principles of Journalistic Design is a compulsory subject of the third year in the Degree of Journalism. The design issues raised in compulsory subject of the second year The Technology of Journalism are specifically developed, which have also a more specialized continuation in the optional course of the third year The Infographics.

In this subject, students will acquire the ability to use the most common professional editing and publishing software applications in the journalistic field. These will be used according to the journalistic and editorial criteria.

Through the design and creation of informational products, students will have to demonstrate their ability in the development of a journalistic project; from ideation to production, and final publication.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

2 Competences / Learning outcomes of the subject

In the course Principles of Journalistic Design the student will apply the following competencies of the Degree in Journalism:
1. G003 The abilities, techniques, technologies and resources of communication and information processes.
2. G004 The design of the formal and aesthetic aspects of the information content, according to the characteristics of the different communication firms.
3. G005 Conceiving, planning, executing and successfully managing news or communication projects.

The transversal competences of TC1 autonomy and TC8 teamwork will be worked on

In addition, this subject will allow the student to obtain the following capacities:
1. C3CC05 To identify and apply the general graphic elements of design for the realization of a journalistic product.
2.C1CC04 To learn and effectively handle the work tools (desktop publishing programs) for the creation of a journalistic product.
3. C2CC03 Analyze, design and plan the production of informative and communicative projects, applying techniques and technologies adopting strategies for their development and optimization of teamwork.
4. C3CC04 - Identify the resources of photographic expression to be able to build visual messages.

CONTENIDOS TEÓRICO-PRÁCTICOS

3 Theoretical and practical content

1. Press, Technology and Design
- Basic principles.
- Brief history of the Journalistic Design.
- Terminological clarifications.
- Definition and objectives.

2. Elements of the Journalistic Design I
- The format.
- The header.
- The column.
- The page.

3. Elements of the Journalistic Design II
- Typography.
- Titling.
- Illustration.
- Typographic resources.

4. Elements of the Journalistic Design III

- Whites.
- Colours.
- The articulation of the journalistic product.
- Advertising.

5. The change in Journalistic Design on the 'websites' of Digital Newspapers.

TEACHING METHODS

4 Methodology

In the master classes (two hours a week) the theoretical contents of the subject will be presented and significant examples of the topics addressed will be shown.

Practical sessions (two hours a week) will be carried out in a Multimedia Room and these will consist of practical exercises with desktop publishing programs (InDesign, etc.).

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	32		28						
Horas de Actividad No Presencial del Alumno/a	48		42						

Legend: M: Lecture-based S: Seminar GA: Applied classroom-based groups
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Multiple choice test   20%
- Exercises, cases or problem sets   80%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Ordinary call: Guidance and withdrawal

 Final evaluation system and percentages:
1. Multiple choice test: 20% (of the total mark)
2. Individual and team works: 80% (of the total mark)

If face-to-face teaching is suspended due to the pandemic situation, a theoretical and practical work will be requested instead. "In addition, students will hand in all the rest of the practical exercises"

In accordance with art. 8.3 of the Regulatory framework of Student Body Assessment, students who wish to abandon continuous assessment and adhere to the final exam must submit a writing message to the teacher within the first nine weeks of the semester, that is, before November 10th.

In accordance with article 12.2 of the Regulatory framework for Student Body Assessment, students may withdraw from the call within a month before the end of the teaching period, that is, before November 22th. The resignation must be submitted written to the teacher of the subject.

For those students taking the final exam, withdrawal will be a fact when not attending the test on the official evaluation day.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Extraordinary call:

The extraordinary evaluation will be carried out according to the same criteria as the ordinary evaluation.

MANDATORY MATERIALS

Adobe InDesign

BIBLIOGRAFÍA

Basic bibliography

Basic
- Koren, Leonard & Wippo Meckler, R. (2001). Graphic Design Cookbook. Mix & Match Recipes for Faster, Better Layouts. Chronicle Books

Detailed bibliography

Depth bibliography
- Brown, T. (2009) Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York: HarperCollins.
- Cross, N. (2011) Design Thinking. London: Bloomsbury.
- E Carter, David. (2001). The big book of corporate identity design. HarperCullins Publishers, New York.
- Loxley, Simon (2004). The Secret History of Letters. I.B. Tauris.
- Norman, D. A. (1990) The Design of Everyday Things. New York: Doubleday
- Paxson, P. (2018) Mass Communications and Media Studies: An Introduction. Bloomsbury.
- Thomas, Gregory (2000). How to design logos, symbols, and icons. North Light Books, China

Journals

Revista Zer Aldizkaria: www.ehu.es/zer

Web sites of interest

Interesting websites

Society for News Design
http://www.snd.org

Society for News Design. Capítulo español
http://www.snd-e.com

World Association of News Publishers
http://www.ifra.com

OBSERVATIONS

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