



Universitat de Lleida

DEGREE CURRICULUM **MULTIMEDIA DESIGN AND CREATION**

Coordination: CALZADA RIBALTA, ALBERT

Academic year 2022-23

Subject's general information

Subject name	MULTIMEDIA DESIGN AND CREATION			
Code	101983			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3	3	
	Number of groups	1	1	
Coordination	CALZADA RIBALTA, ALBERT			
Department	CATALAN STUDIES AND COMMUNICATION			
Teaching load distribution between lectures and independent student work	Classroom contact hours (HP): 60 Autonomous Work: 90 Total: 150 hours			
Important information on data processing	Consult this link for more information.			
Language	Català			
Distribution of credits	1 credit equals 25 hours of student work. Total: 150 hours (6 credits).			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CALZADA RIBALTA, ALBERT	albert.calzada@udl.cat	3	
HOSTA ZAZO, XAVIER	xavier.hosta@udl.cat	3	

Subject's extra information

"Disseny i creació multimèdia" introduces students to the understanding of the principles of visual communication applied in the field of graphic design and its formulation in multimedia environments.

Through the achievement of the theoretical knowledge imparted, and through the experimentation of creative methodologies for the resolution of projects, the subject encourages the acquisition of procedural habits related to conceptualization and production.

It's a course based on multimedia context problem solving through design as a communicative value discipline. The content and learning activities are oriented in five areas:

- Elements of visual language and principles of graphic composition
- Brand creation and visual identity in the multimedia field
- Publishing, design and production of publications
- Conceptualization and design of advertising applications
- Introduction to web interface design

In digital practice, we will mainly work with the Adobe Photoshop image editing software, but the use of other tools and software is also proposed. It is not necessary to have previous knowledge, because the course proposes a supervised parallel autonomous learning adapted to the needs of the student.

Learning objectives

- O1. Introduce the principles of graphic design and visual language
- O2. Introduce the student in typography and typographic composition rules
- O3. Apply the design methodology in creative projects.
- O4. Conceptualize and design multimedia projects.
- O5. Develop the capacity of aesthetic and conceptual analysis of a graphic project.

Competences

Basic

CB2. Apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

General

- CG2. Develop the capacity for organization and planning.
- CG3. Apply theoretical knowledge in practical activity.

CG4. Develop knowledge of applied computing and digital systems.

CG6. Develop creativity, innovation and competitiveness

Specific

CE9. Conceive, plan and execute projects in the field of media in all types of media.

CE11. Design the formal and aesthetic aspects in written, audiovisual, multimedia and interactive media.

CE12. Control the technologies and systems used to process, develop and transmit content in all types of media.

Transversal

CT3. Acquire training in the use of new technologies and information and communication technologies.

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

Introductory module:

The communicative dimension of graphic design

Introduction to visual language:

Basic elements: the point, the line and the contour

Setting items: color

Setting items: texture, scale and proportion, Dimension and movement

Configuration Items: Format, Balance, Hierarchy, Rhythm, and Unit (Gestalt)

Introduction to Typography:

Nomenclature, families, directories and management

Printing systems

Corporate Design:

Elements, branding applications and style guides.

Composition: advertising design:

Visual rhetoric, structural principles and lattice design

Composition: editorial design:

Lattice Work Elements and Typesetting

Graphic interface design:

UI design and planning

Introduction to web management with CMS

Editing and Digital Composition:

Bits vs. vectors, formats and files

Illustrator Practice: Stroke, Outline, and Color

Illustrator Practice: Effects and Galleries

Illustrator Practice: Typography

InDesign Practice: The Basics

InDesign Practice: Master Pages and Styles

InDesign Practice: Export and Prepress

Methodology

Methodologically, the subject is based on:

- Master classes. Exhibition of the contents of the subject orally by the professor
- Group work: learning activity that has to be done through collaboration between members of a group
- Problem-based learning
- Project elaboration. Active teaching methodology that promotes learning from the completion of a project:

idea, design, planning, development and evaluation of the project

- Study of cases. method used to study an individual, an institution, a problem, etc. in a contextual and detailed way
- Simulation: activity in which, faced with a case or a problem, each student or each group is assigned a role or role according to which they must intervene in the development of the situation
- Practices: allow applying and configuring, at a practical level, the theory of a field of knowledge in a specific context.

Activity	Description	Objectives	HP	HNP
Magistral class (M)	Magistral classes	O1,O2	28	
Practices (P)	Activities carried out in the classroom and autonomous work	O3, O4, O5	32	40
Works (T)	Projects and autonomous work	O3, O4, O5		50
Evaluation (AV)	Examination and report of the project	O1, O2, O3, O4,O5	2	

Development plan

Session	Contents
1	Presentation of the subject
	Introductory module: The communicative dimension of graphic design
	Module 'Introduction to visual language' 1/3: Basic elements: the point, the line and the contour Setting items: color
	Module 'Editing and digital composition' 1/7: Bits vs. vectors, formats and files
2	Module 'Introduction to visual language' 2/3: Configuration items: texture, scale and proportion, dimension and movement
	Module 'Editing and digital composition' 2/7: Illustrator 1/3 Practice: Stroke, Outline, and Color
3	Module 'Introduction to visual language' 3/3: Configuration Items: Format, Balance, Hierarchy, Rhythm, and Drive (Gestalt)
	Module 'Editing and digital composition' 3/7: Illustrator 2/3 Practice: Effects and Galleries
4	Module 'Introduction to typography' Nomenclature, families, directories and management
	Module 'Printing systems'
	Module 'Editing and digital composition' 4/7: Illustrator 3/3 Practice: Typography
5	Module 'Corporate Design' Elements, branding applications and style guides.
	Guided work session. Project
6	Module 'Composition: advertising design' Visual rhetoric, structural principles and lattice design

	Module 'Editing and digital composition' 5/7: InDesign 1/3 Practice: The Basics
7	Module 'Composition: editorial design' Lattice work elements and typesetting
	Module 'Editing and digital composition' 6/7: InDesign 2/3 Practice: Master Pages and Styles
8	Conference: 'Motion graphics as a communication resource'
	Module 'Editing and digital composition' 7/7: InDesign 3/3 Practice: Export and Prepress
	Guided work session. Project
9	Module 'Graphic interface design' 1/3: UI design and planning
	Guided work session. Project
10	Module 'Graphic interface design' 2/3: Introduction to web management with CMS 1/2
11	Module 'Graphic design of interfaces' 3/3: Introduction to web management with CMS 2/2
12	Guided work session. Project
13	Presentation and defense of projects
14	Presentation and defense of projects
15	Project report delivery

Evaluation

The course includes two types of follow-up: presential and alternative evaluation. Except for some exceptions (personal or work), these two modalities are mutually exclusive, you must choose one of the two at the beginning of the course. Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's office (Secretaria de la Facultat de Lletres).

The final grade of the subject will be the result of a weighted average of the following blocks:

Presential (hybrid teaching):

Attendance to class and active participation (As) - O1, O2, O3, O4, O5 - 20%

Reports (In) / Projects (T) - O1, O2, O3, O4, O5 - 65%*

Evaluation (Presentation and written report) - O1, O2, O3, O4, O5 - 15%

Alternative evaluation:

Reports (In) / Projects (T) - O1, O2, O3, O4, O5 - 85%*

Evaluation (Presentation and written report) - O1, O2, O3, O4, O5 - 15%

O: Objective. %: percentage in the final grade

*To pass the subject it is necessary to approve all learning activities proposed in Projects (T)

In the event of plagiarism, the provisions of the 'Regulations for the evaluation and qualification of teaching in bachelor's and master's degrees at the UdL' will apply.

Bibliography

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