[GDP301] GRAPHIC DESIGN

GENERAL INFORMATION

Studies	DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING	**Subject**	?
Semester	2	**Course**	3
Character	COMPULSORY	**Mention / Field of specialisation**	
Plan	2022	**Modality**	Face-to-face
Credits	6	**Hours/week**	1.28
Language	EUSKARA/CASTELLANO		
Total hours	23 class hours + 127 non-class hours = **150 total hours**		

2030 AGENDA GOALS

PROFESSORS

ARANBURU GORROTXATEGI, ARITZ
APRAIZ IRIARTE, AINHOA
ESCALLADA LOPEZ, OSCAR

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
ARTISTIC EXPRESSION II	*(No previous knowledge required)*

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
GDR302 - To design the product graphic according to the brand		x		5,08
G-RTR1 - To develop interdisciplinary projects specific to their specialty and of gradual complexity, - becoming aware of respect for human rights and fundamental rights, and analyzing and assessing the impact of the proposed solutions on the SDGs - to acquire and/or apply basic, advanced and/or avant-garde, demonstrating the ability to work in multidisciplinary teams and/or undertake further studies with a high degree of autonomy		x		0,44
G-RTR2 - To express information, ideas and the arguments that support them in an orderly, clear and coherent manner, orally and in writing, based on quality information, self-made or obtained from different sources, using inclusive and non-discriminatory language		x		0,48
			Total:	**6**

KC: Knowledge or Content / SK: Skills / AB: Abilities

LEARNING OUTCOMES OF THE QUALITY SEAL	ECTS
ENAE02 - Knowledge and understanding: A systematic understanding of the key aspects and concepts of their branch of engineering.	1
ENAE06 - Analysis in engineering: Ability to apply their knowledge and understanding in analysing product, process and method engineering.	1
ENAE08 - Engineering projects: Ability to apply their knowledge in the development and completion of projects which meet specific requirements.	0,6
ENAE09 - Engineering projects: Understanding of the different methods and ability to use them.	0,72
ENAE13 - Practical application of engineering: Ability to select and use suitable equipment, tools and methods.	0,6
ENAE16 - Practical application of engineering: To be aware of the implications of the practical application of engineering.	0,2
ENAE18 - Transversal competences: To use different methods to communicate effectively with the engineering community and society in general.	1,4
ENAE19 - Transversal competences: Demonstrate that they are aware of the responsibility implied in the practical application of engineering, the social and environmental impact, and show commitment with professional ethics, responsibility and regulations of the practical application of engineering.	0,48
Total:	**6**

SECONDARY LEARNING RESULTS

2RGD390 **(2 sem)**

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams		4 h.	4 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	100%	*(No mechanisms)*

CH - Class hours: 0 h.
NCH - Non-class hours: 4 h.
TH - Total hours: 4 h.

2RGD393 **(2 sem)**

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams		6 h.	6 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	100%	Observation (technical capacity, attitude and participation)

CH - Class hours: 0 h.
NCH - Non-class hours: 6 h.
TH - Total hours: 6 h.

2RGD392 **(2 sem)**

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams		3 h.	3 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	100%	*(No mechanisms)*

CH - Class hours: 0 h.
NCH - Non-class hours: 3 h.
TH - Total hours: 3 h.

RGD303 **[!]** ***Conoce los aspectos básicos para la creación de la imagen corporativa de una empresa.***

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams	8 h.	36 h.	44 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	100%	Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

CH - Class hours: 8 h.

NCH - Non-class hours: 36 h.
TH - Total hours: 44 h.

RGD304 **[!]** ***Conoce aspectos básicos del diseño gráfico para desarrollar el material de apoyo necesario tanto en material impreso, digital y los relacionados con el diseño de producto***

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams	12 h.	28 h.	40 h.
Portfolio development	3 h.	40 h.	43 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	100%	Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems Portfolio

CH - Class hours: 15 h.
NCH - Non-class hours: 68 h.
TH - Total hours: 83 h.

2RGD391 **(2 sem)**

LEARNING ACTIVITIES	CH	NCH	TH
Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams		4 h.	4 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	100%	Observation (technical capacity, attitude and participation)

CH - Class hours: 0 h.
NCH - Non-class hours: 4 h.
TH - Total hours: 4 h.

2RGD394 **(2 sem)**

LEARNING ACTIVITIES	CH	NCH	TH
Conducting tests, giving presentations, presenting defences, taking examinations and/or doing checkpoints		6 h.	6 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems	100%	*(No mechanisms)*

CH - Class hours: 0 h.
NCH - Non-class hours: 6 h.
TH - Total hours: 6 h.

CONTENTS

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1.- Historia del Diseño Gráfico2. Creative Commons3.-Programas Adobe: Photoshop, Illustrator e InDesign4. -Bases técnicas5.-Branding6.-Desing Portfolio7.-Actions y variables

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

[!] *Plataforma Moodle*

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