

[MD3002] VISUAL COMMUNICATION

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	?
Semester	2	Course	0	Mention / Field of specialisation
Character	COMPL. TRAINING		Language	CASTELLANO
Plan	2018	Modality	Adapted Face-to-face	Total hours
Credits	4	Hours/week	1.11	20 class hours + 80 non-class hours = 100 total hours

PROFESSORS

MAZMELA ETXABE, MAITANE

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
(No specific previous subjects required)	(No previous knowledge required)

SKILLS

VERIFICA SKILLS

SPECIFIC

MDCE03 - To present creative and sustainable (socially-environmentally-financially) solutions in the shape of innovative services and products in line with the business strategy.

MDCE06 - To design the launch strategy for new products and services according to their market positioning.

GENERAL

MDCB01 - To effectively and persuasively communicate verbally, in writing and graphically, the development and result of the design projects to the specialised or lay target public, in English and Spanish.

BASIC

M_CB10 - To have learning skills and the capacity for self-guided or independent subsequent learning.

M_CB9 - To share knowledge, conclusions and their rationale with specialised and lay audiences in a clear, unambiguous manner

LEARNING RESULTS

RA001 [!] *Comunicar de manera efectiva el valor del producto al público objetivo*

LEARNING ACTIVITIES

Carrying out exercises and solving problems individually and/or in teams

CH

20 h.

NCH

80 h.

TH

100 h.

EVALUATION SYSTEM

Individual written and/or oral tests or individual coding/programming tests

W

100%

MAKE-UP MECHANISMS

Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 20 h.

NCH - Non-class hours: 80 h.

TH - Total hours: 100 h.

CONTENTS

0. Introduction
1. Technical aspects of computer-aided graphic design
2. Visual perception
3. The image as a field of study
4. Color as a communication tool
5. Gestalt, theories and laws of perception
6. Theory of signs and symbols - Semiology
7. Laws and theories of graphic representation

8. Typography as a communication tool

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

Subject notes

Bibliography

[http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in
k.pl?grupo=ESTRATEGICO11&ejecuta=45&_ST](http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in
k.pl?grupo=ESTRATEGICO11&ejecuta=45&_ST)