

## [MD3002] VISUAL COMMUNICATION

### GENERAL INFORMATION

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

### PROFESSORS

(No professor appointed)

### REQUIRED PREVIOUS KNOWLEDGE

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

### SKILLS

#### VERIFICA SKILLS

(No skills)

### 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)