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**COURSE GUIDE:**  
**Typography and Publications**  
**Design**

MULTIMEDIA AND DIGITAL ARTS  
Catholic University of Valencia

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YEAR 2023/24

## **COURSE GUIDE TYPOGRAPHY AND PUBLICATIONS DESIGN**

		ECTS
<b>SUBJECT:</b> Typography and Publications Design		<b>6</b>
<b>Field:</b> Typography and Publications Design		<b>12</b>
<b>Module:</b> Graphic Development		<b>30</b>
<b>Type of learning<sup>1</sup>: (Mandatory)</b>	<b>YEAR:</b> 2º <b>Semester:</b> 2º	
<b>Teacher:</b> M <sup>a</sup> de El Puig Andrés Sebastián	<b>Department:</b>	
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### **MODULE ORGANIZATION**

GRAPHIC DEVELOPMENT				Nº ECTS 30
Duration and placement within the curriculum:				
Fields and Subjects				
Field	ECTS	Subject	ECTS	Year/ semester
<b>Graphic Creativity</b>	6	Fundamentals of Creativity	6	2/2
<b>Publication Design</b>	12	Typography and Publications Design	6	2/2
		Production and printing techniques	6	4/1
<b>Corporate Identity</b>	12	Corporate Identity	6	3/1
		Packaging Concept and Creation	6	3/1

<sup>1</sup> Basic formation (common subject), compulsory, optional, external Practices, End of Degree.



**COURSE GUIDE:  
Typography and Publications Design**

**COURSE GUIDE FIELD/SUBJECT: Typography and Publications Design (TPD)**

**Prerequisites:** It is recommended to have passed the subjects of Fundamentals of Creativity, Fundamentals of Economics and Fundamentals of vector illustration.

**GENERAL OBJECTIVES**

1. Mastering the language and concepts specific to the field of editorial design and typography.
2. Knowing the historical and theoretical principles of editorial design and typography.
3. Foster critical, analytical and reflective capacity in relation to corporate identity, through technical and theoretical knowledge of the processes and trends in business communication.
4. Provide a thorough understanding of the techniques and processes for creation, production and dissemination audiovisual and multimedia in its various phases and the relationships between the subjects of audiovisual communication: authors, institutions, companies, media, carriers and receivers. This training will enable you to take creative and professional in the field of multimedia communication in the management of technological and human resources in enterprises sector decisions.
5. Develop, conceptualize, create and produce business publications with high aesthetic and functional criteria from conception to printed or electronic media.
6. Being able to analyze the company, the target audience and market trends to find the right resources and the demands of a particular context response.
7. Generate all the tools and processes necessary for the business world.
8. Be able to undertake a project to redesign the visual identity of a company 's corporate identity by analyzing it and finding the strengths and weaknesses in order to revitalize the presence and brand awareness among consumers.
9. Conduct or make editorial processes. To understand the processes of creation and publishing conducting briefings and design plans, in which the needs, deadlines, etc.
10. Develop and manage web projects, both in the analytical part in the design and maintenance.
11. Identify and classify any publication through its structure and composition, whether printed or virtual.
12. Generating multimedia publications adapted to new technologies and representation systems that respond to current and future business needs.
13. Manage, classify and prepare the content of a publication for proper reproduction and electronic or print distribution.



**COURSE GUIDE TYPOGRAPHY  
AND PUBLICATIONS DESIGN**



BASIC COMPETENCES	Weighting of competition			
	1	2	3	4
<b>BC.1</b> Students have demonstrated knowledge in an area of study that starts from the basis of Secondary Education, and they are usually at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the forefront of their field of study.				x
<b>BC.2</b> Students know how to apply their knowledge to their work or vocation in a professional way 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.			x	
<b>BC.3</b> Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.				x
<b>BC.4</b> Students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences				x
<b>BC.5</b> Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.				x

CROSS SKILLS <sup>2</sup>	Weighting of competition			
	1	2	3	4
<b>Instrumental</b>				
<b>CS.01</b> Capacity for analysis and synthesis				x
<b>CS.02</b> Capacity for organization and planning				x
<b>CS.03</b> oral and written communication in the language		x		
<b>CS.05</b> skills related to field of study				x
<b>CS.06</b> Ability to manage information. Learn information effectively from books and magazines, and other documentation	x			
<b>CS.07</b> Resolution of problems				x
<b>CS.08</b> Ability to properly submit a resume, a sample of our work, as a portfolio and a professional presentation.			x	
<b>CS.09</b> Decision Making		x		
<b>Interpersonal</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CS.10</b> Teamwork			x	
<b>CS.11</b> Working in a interdisciplinary team	x			



<b>CS.13</b> Skills in interpersonal relationships	x			
<b>CS.14</b> Critical Thinking				x
<b>CS.16</b> Ability to assume responsibilities		x		
<b>CS.17</b> capacity for self-criticism				x

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<sup>2</sup> Consecutively numbered all competitions. Each must be weighed from 1 to 4 using as a criterion the degree of contribution of the subject / matter to the acquisition and development of competition.



<b>Systemic</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CS.18</b> Independent learning and motivation for learning throughout their professional lives			x	
<b>CS.19</b> Adapting to new situations	x			
<b>CS.20</b> Creativity				x
<b>CS.22</b> Capacity for collaboration with other professions, and especially with professionals from other fields. Identify appropriate professionals to develop creative work properly.				x
<b>CS.24</b> Initiative and entrepreneurship			x	
<b>CS.25</b> Concern for quality				x
<b>Other transferable skills</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>CS.28</b> Sensitivity to cultural heritage		x		
<b>CS.32</b> Teaching basic levels, disclosure, etc. Eligible for teaching positions at different educational levels. Design, preparation and delivery of courses related to Multimedia and Digital Arts, aimed at professionals, companies and administrations.	x			

<b>SPECIFIC SKILLS <sup>3</sup></b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>SS.02.</b> Artistic sensibility. Develop the ability to perceive beauty in different ways and artistic creations, applying aesthetic principles and encouraging creativity and Multidisciplinary innovation.			x	
<b>SS.03.</b> Knowledge of specific methods of production and especially digital art techniques to apply to the world of communication, also looking for new media.			x	
<b>SS.04.</b> Developing skills in traditional techniques and procedures illustration and digital techniques for the creation and development of graphics, images, symbols, text layout of publications and product packaging.		x		
<b>SS.05.</b> Ability to organize, classify and index materials used in the project files, generating documents for storage or query. Capacity for later search and retrieval of information.		x		
<b>SS.06.</b> Ability to obtain objective and relevant to the generation of new product concepts conclusions, and generate new ideas and solutions, from research work on documentation.			x	
<b>SS.08.</b> Ability to organize and process the information that will later be included in the project.		x		

<sup>3</sup> Follow consecutively with the previous numbering. The specific skills are weighted 1-4 along the same lines that cross.



<b>SS.09.</b> Ability to plan and manage projects and developments of technological content, particularly relating to art, multimedia design and communication.			X	
<b>SS.10.</b> Ability to translate creative ideas so that it is possible to transmit in digital format.			X	
<b>SS.11.</b> Ability to properly expose the results of research in oral, written, audiovisual or digital, according to the canons of the disciplines of information and communication.			X	
<b>SS.12.</b> Sensitivity to assess the importance of design in message development and the impact of transmission in different communication fields.				X
<b>SS.13.</b> Ability to contribute to the contemporary debate on the arts and digital media practices.				X
<b>SS.16.</b> Understand and convey the importance of the communication strategy as a critical element in the processes of value creation and provision of such value to society by companies and organizations in general.			X	
<b>SS.17.</b> Understanding the characteristics of the field of digital production and operation and trends that make your current and future developments.	X			
<b>SS.19.</b> Comprehensive understanding of the artistic and media practices and the importance of its relationship with socio-economic and cultural context.		X		

LEARNING OUTCOMES <sup>4</sup>	SKILLS
R2 Knowledge of the process of branding and identity manuals.	<b>BC:</b> 1,2,3,4,5 <b>CS:</b> 1,2,3,5,6,7,8,9,10,11,13, 14,17,18,19,20, 22, 24,25,28,32 <b>SS:</b> 2,3,4,5,6,8,9,10,11,12,13, 16,17,19
R3 domain of IT applications related to branding.	<b>BC:</b> 1,2,3,4,5 <b>CS:</b> 1,2,3,5,6,7,8,9,10,11,13, 14,17,18,19,20, 22, 24,25,28,32 <b>SS:</b> 2,3,4,5,6,8,9,10,11,12,13, 16,17,19
R4 Use of typefaces and their applications.	<b>BC:</b> 1,2,3,4,5 <b>CS:</b> 1,2,3,5,6,7,8,9,10,11,13, 14,17,18,19,20, 22, 24,25,28,32 <b>SS:</b> 2,3,4,5,6,8,9,10,11,12,13, 16,17,19
R6 domain of printing techniques and their suitability for printed or electronic output.	<b>BC:</b> 1,2,3,4,5 <b>CS:</b> 1,2,3,5,6,7,8,9,10,11,13, 14,17,18,19,20, 22, 24,25,28,32 <b>SS:</b> 2,3,4,5,6,8,9,10,11,12,13, 16,17,19
R7 Appropriate selection of materials, potential and print media.	<b>BC:</b> 1,2,3,4,5 <b>CS:</b> 1,2,3,5,6,7,8,9,10,11,13, 14,17,18,19,20, 22, 24,25,28,32 <b>SS:</b> 2,3,4,5,6,8,9,10,11,12,13, 16,17,19



<b>EDUCATIONAL ACTIVITIES WORK</b>			
<b>ACTIVITY</b>	<b>Teaching-Learning Methodology</b>	<b>Relationship With Learning Outcomes for the subject</b>	<b>ECTS <sup>4</sup></b>
<b>CLASS ATTENDANCE</b>	Introductory presentation of each topic by the teacher. Defining the objectives of knowledge and skills to achieve; explanation of the activities to be undertaken and the methodology to follow and the tools and evaluation criteria. Specific instructions about group and individual work of each topic.	R2, R3, R4, R6, R7, R8, R11, R12	1
<b>PRACTICAL CLASSES</b>	Activities aimed at developing the skills and content related to each topic in library literature search, critical analysis of materials about the subject content, critical analysis of patterns of communication and artistic creation, development of an outline of the contents of each subject.	R2, R3, R4, R6, R7, R8, R11, R12	1

<sup>4</sup> The subject and / or material is organized in **EDUCATIONAL ACTIVITIES WORK** and **EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK**, with an estimated percentage ECTS. Proper distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for Self Employment. (For a course of 6 ECTS: 2.4 and 3.6 respectively).

The teaching-learning methodology described in this guide in a generic way, shape in the teaching units in which the course is organized and / or subject





LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation		0
WORK GROUP EXHIBITION	Application of multidisciplinary knowledge		0
TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc.	R2, R3, R4, R6, R7, R8, R11, R12	0,25
EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R2, R3, R4, R6, R7, R8, R11, R12	0,15
Total			(2,4*)

EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK			
ACTIVITY	Teaching-Learning Methodology	Relationship With Learning Outcomes for the subject	ECTS
GROUP WORK	Preparation of readings, essays, problem solving, seminars, papers, reports, etc. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university ( <a href="http://www.plataforma.ucv.es">www.plataforma.ucv.es</a> )	R2, R3, R4, R6, R7, R8, R11, R12	3,6
Total			(3,6*)



<b>ACQUISITION OF SKILLS ASSESSMENT SYSTEM AND GRADING</b>		
<b>Assessment Tool <sup>5</sup></b>	<b>ASSESSED LEARNING OUTCOMES</b>	<b>Percentage awarded</b>
CONDUCT OF THEORETICAL AND PRACTICAL <sup>6</sup>	R2, R3, R4, R6, R7, R8, R11, R12	<b>30%</b>
ATTENDANCE AND PARTICIPATION <sup>7</sup>	R2, R3, R4, R6, R7, R8, R11, R12	<b>10%</b>
PRACTICE + FINAL EXAM <sup>8</sup>	R2, R3, R4, R6, R7, R8, R11, R12	<b>60%</b>

#### **EVALUATION CRITERIA:**

To mediate between different parts of the course (practice and review) must be obtained at least 5 in both cases and conducting practical exercises and the final project and exam. Otherwise the set is not evaluated and must be repeated the party maintaining appropriate footnote the rest of the course (only on second call).

#### **EVALUATION CRITERIA:**

In relation to the grant of honors, the student must take at least a 9 out of 10 and have participated actively in class, demonstrating mastery of the subject with the work and submitted final practice, the enrollment ratio will be such as legislation marks the UCV 1 tuition for every 20 students enrolled.

#### **ASSISTANCE AND PARTICIPATION:**

<sup>5</sup> Techniques and instruments of evaluation: exam-exposure oral, written test (objective evidence, development, concept maps ...), tutorials, projects, case studies, logbooks, portfolio, etc.

<sup>6</sup> Evaluation techniques and tools: exam-exposure oral, written tests (multiple choice tests, developmental, conceptual maps ...), directed works, projects, case studies, observation notebooks, portfolio, etc.

There will be a total of 3 projects evaluation and continuous mentoring that will be valued 10% of the final grade each, a total of 30%. The work will be individual, unless the faculty otherwise mark in the title of the project. It is essential mentoring and monitoring work by the teacher; works that have not been tutored by the teaching staff will not be accepted.

<sup>7</sup> Active assistance in class and follow-up work by the teacher will be assessed for each non-attendance or passive assistance 0.1 points of the final grade will be deducted up to a maximum of 10% of the final grade.

<sup>8</sup> The exam consists of a final project and a final exam in two parts (written and practical). The final practice will be worth 20% of the final grade. While the test is divided into a theoretical part with a value of 20% of the final grade and a practical part, where students demonstrate the knowledge and skills acquired in computer use, which will have a value of 20% of the final grade. In total 60% of the final grade. To pass the course is essential to get at least 5 in the examination. You must present the final practice for the exam. Students who have not submitted the three projects ongoing evaluation or been suspended, this will not mediate with the exam and the note will be retained for the second call. However, if the faculty believes appropriate delivery of a single practice will be allowed in 2nd call (not to change a rating of first call), an individual exercise, at the discretion of the teacher, who would average with the rest of deliveries of the first call. The rating of assistance is final.



According to the assessment policy of the UCV it is established by **article 8** that any **student who has a lower subject attendance of the 50% will not be able to take the first exam call**. It will be considered as class absence the justified and unjustified ones.

Those students that have informed the professor in advance about their personal situation and it is considered by the professor a justified absence due to working reasons, overlapping subjects, serious illness, second exam calls, etc. will be excluded of this rule and will have the express permission of the professor to take the first call exam. To be excluded from the above mentioned rule it is absolutely indispensable to inform the professor at the beginning of the semester and to accept the assessment process that the professor establishes and considers more appropriate for every special case. Under no circumstances the student can appeal these situations to break the rule at the end of the semester.

Furthermore the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore taken into account in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.

The above-mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies

CONTENT DESCRIPTION	SKILLS
Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
Fundamentals of editorial design	
1. Editorial design and aims	01,02,03,04,07,09,10,11,13,15,16, 17,19,20,22,24,25,32, E02,E09, E11, E12, E13, E16, E17, E19
2. Book	01,02,03,04,07,09,10,11,13,15,16, 17,19,20,22,24,25,32, E02,E09, E11, E12, E13, E16, E17, E19
3. The Binding	01,02,03,04,07,09,10,11,13,15,16, 17,19,20,22,24,25,32, E02,E09, E11, E12, E13, E16, E17, E19
4. Types and formats editorial design	01,02,03,04,07,09,10,11,13,15,16, 17,19,20,22,24,25,32, E02,E09, E11, E12, E13, E16, E17, E19
5. The evolution of the printed page	01,02,03,04,07,09,10,11,13,15,16, 17,19,20,22,24,25,32, E02,E09, E11, E12, E13, E16, E17, E19
6. The layout	09,28, 32, 14 E08, E09, E13
7. Essential elements of a publication	09,28, 32, 14 E08, E09, E13

8. The composition	09,28, 32, 14 E08, E09, E13
9. Preparing and reticules page	09,28, 32, 14 E08, E09, E13
10. The choice and use of typography	20, E10, E17
11. Designers and publications	E01, E06, E09, E12, E17
12. The digital editorial design	08, 09,28, 32, 14 E08, E09, E13
13. Printing and distribution	01,02,03, E09, E13
Introduction to InDesign	
1. The workspace	05, 06,18, E10, E17
2. Panels	05, 06,18, E10, E17
3. Additional features panels	05, 06,18, E10, E17
4. Multimedia displays	05, 06,18, E10, E17
5. Introduction to Digital Publishing Suite	05, 06,18, E10, E17
6. Document and Paper	05, 06,18, E10, E17
7. Styles	05, 06,18, E10, E17
8. Output and Printing	05, 06,18, E10, E17

BLOCK CONTENT / TEACHING UNIT	Nº OF SESIONS
Fundamentals of editorial design	
1. Editorial design and aims	1/2
2. Book	1
3. The Binding	1/2
4. Types and formats editorial design	1/2
5. The evolution of the printed page	1



6. The layout	1
7. Essential elements of a publication	1
8. The composition	1/2
9. Preparing and reticules page	1/2
10. The choice and use of typography	1/2
11. Designers and publications	1/2
12. The digital editorial design	1/2
13. Printing and distribution	1
Introduction to InDesign	
1.The workspace	1/2
2.The panels	1/2
Additional functions 3.Paneles	1/2
4.Paneles multimedia	1/2
5.Introduction to Digital Publishing Suite	1/2
6.Documento and Book	1/2
7.Estilos	1/2
8.Salida and printing	1/2

## REFERENCES

MANUAL DE TIPOGRAFÍA. DEL PLOMO A LA ERA DIGITAL MARTÍN  
MONTESINOS, JOSÉ LUIS; MAS HURTUNA, MONTSE Ed. Campgrafic / 2001

TIPOGRAFIA BASICA  
LUIDL P. Ed. Campgrafic / 2001

EL DETALLE EN LA TIPOGRAFIA  
HOCHULI, JOST  
Ed. Campgrafic / 2008

DISEÑAR CON Y SIN RETÍCULA  
Timothy Samara



Ed. Gustavo Gili / 2006

PRINCIPIOS DEL DISEÑO EN COLOR

Wucius Wong

Ed. Gustavo Gili / 1987

RETÍCULAS PARA INTERNET Y OTROS SOPORTES DIGITALES

Veruschka götz

Ed. Index Book / 2002

¿QUÉ ES EL DISEÑO EDITORIAL?

Lakshmi Bhaskaran

Ed. Index Book / 2007

DISEÑO EDITORIAL. PERIÓDICOS Y REVISTAS

Yolanda Zappaterra

Ed. Gustavo Gili / 2008

CÓMO DISEÑAR UN TIPO

Colección Design Museum Ed.

Gustavo Gili / 2012

MANUAL DE DISEÑO EDITORIAL (3.ª EDICION)

Jorge de Buen Unna

Ed. Trea 2008

BASES DEL DISEÑO: IMPRESIÓN Y ACABADOS

Gavin Ambrose y Paul Harris

Ed. PARRAMÓN EDICIONES, ESPAÑA / 2005

BASES DEL DISEÑO: FORMATO

Gavin Ambrose y Paul Harris

Ed. PARRAMÓN EDICIONES, ESPAÑA / 2010

NUEVAS TENDENCIAS EN MAQUETACIÓN Y DISEÑO EDITORIAL

Max Weber

Ed. MAOMAO PUBLICATIONS, ESPAÑA / 2010

DISEÑAR CON PAPEL

Técnicas y posibilidades del papel en el diseño gráfico

Natalie Avella

Ed. Gustavo Gili / 2010

## **ADDITIONAL INFORMATION:**

### **SUBJECT TEACHING IN SECOND AND SUBSEQUENT REGISTRATION:**

There will be a special group for students who are not first registration and a professor in charge of the group.

In this group an established by the UCV of monitoring and mentoring sessions (6 of 2 hours each one) in which the work on skills that students need to acquire the group to pass the course will reinforce number is performed. These sessions are included in the attached schedule in this guide and detailed in the description of didactic units of the course.<sup>9</sup>

<sup>9</sup> Students of second registration must be submitted for review and perform the same number of practices that students first call: 3 projects ongoing evaluation tutored (in this case not be mandatory monitoring by the guardian if the student sees fit) that scored 30% (10% each) of the final grade and a final practice with a value of 20% of the final grade. The



TEMPORARY LEARNING ORGANIZATION (Students of second or subsequent registration):		
	BLOCK CONTENT / TEACHING UNIT	Nº SESIONS (Must to be 6)
1	Fundamentals of editorial design	3
2	Introduction to InDesign	3

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final exam will be worth 50% of the final grade. Attendance is not compulsory for students in second call, but it is advisable attending tutorials to reinforce the student's work and skills of it to pass the course.

Projects not submitted within the time limit may be submitted (with justification) until 2 days after the date with a reduction note of the work of between 20% and 40% less, after three days work will not be accepted after the deadline