



COURSE GUIDE
Desktop publishing
Master's Degree in Digital Media
Catholic University of Valencia

Course 2020 / 21



TEACHING GUIDE OF THE SUBJECT

		ECTS
SUBJECT: Desktop publishing		6
Subject-Matter: Desktop publishing		6
Module: Graphic Design		18
Type of learning: Mandatory	COURSE: 1 SEMESTER: 1º	
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MODULE ORGANIZATION

Graphic Design				18
Duration and temporal location within the curriculum:				
Subjects and Courses				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
Photography and Digital Imaging	6	Photography and Digital Imaging	6	1/1
Creativity and Corporate Design	6	Creativity and Corporate Design	6	1/1
Desktop publishing	6	Desktop publishing	6	1/1


TEACHING GUIDE OF THE SUBJECT: Desktop publishing

Prerequisites: Not required

GENERAL GOALS

- Understand the editorial process, its components and types of publications.
- Knowing, using and properly applying typefaces.
- Mastering the art and aesthetics of composition by type of publication.
- Master the techniques of printed or electronic output of publications.
- Master the applications relating to the layout.

BASIC COMPETENCES¹
Weight

	1	2	3	4
CB6 - Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often within a research context.			X	
CB7 - That the students can apply their knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.			X	
CB8 - Students should be able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - That students can communicate their conclusions what the knowledge and rationale underpinning these,? For specialists and non-specialists in a clear and unambiguous.			X	
CB10 - Students must possess the learning skills to enable them to continue studying in a way that will be largely self-directed or autonomous.				X

¹ List of all the competences. Each of them must be weighed up from 1 to 4, using as a criterion the contribution of the subject to the final development of the competence.



GENERAL COMPETENCES ²				
	1	2	3	4
CG01 - Working in an interdisciplinary team.		X		
CG02 - Working in an international context.				
CG03 - Interpersonal relationship skills		X		
CG04 - Creativity. Ability to generate new ideas.				X
CG05 - Ability to collaborate with other professions, and especially with professionals from other fields. Identify the right professionals to develop creative work properly.			X	
CG06 - Initiative and entrepreneurship.				X
CG07 - Motivation for quality.				X
CG08 - Capacity for self-employment and job creation.			X	

CROSS-SECTIONAL COMPETENCES³				
	1	2	3	4
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.				X
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.			X	
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.			X	
CT04 - Understanding the relationships between gender and education, training, science and culture, to design coeducational and egalitarian processes of a culture of peace and democratic values.		X		

³ Follow consecutively with the previous numbering. The specific competences are weighted 1-4 following the same approach as with the cross.



SPECIFIC COMPETENCES⁴				
	1	2	3	4
E01 - Encouraging creativity and innovation in multimedia environments.			X	
E02 - Knowing the specific production methods and especially digital art techniques to apply to the world of communication, also seeking new media.				X
E03 - Develop technical skills and procedures in traditional illustration and digital techniques for the creation and development of graphics, images, symbols and texts.		X		
E04 - Organize, sort and index all materials and files used in the development of digital projects, generating documents for proper conservation or query. And the ability for later search and retrieval of information.			X	
E05 - Generate new ideas and aesthetic solutions for the development of new designs in multimedia environments.				X
E06 - Analyze areas of information society in which media technologies can be useful and applicable.				
E07 - Plan and manage projects and technological developments.				
E08 - Synthesize creative ideas so that it is possible to transmit in digital format.				X
E09 - Properly expose the results of research in oral, written, visual or digital, according to the canons of the disciplines of information and communication.		X		



	1	2	3	4
E10 - Rate the design and composition to create visual messages.				X
E11 - Understand and convey the role of strategic communication as a factor of innovation.				
E12 - Analyze the characteristics of the digital production industry and its operation, investigating and detecting needs.				X
E13 - Understand, value and understand the ethical obligations in the environments of graphic design, digital video and multimedia web-and the need to comply with them.				X
E14 - Develop graphic projects from conception to completion print or electronic on-demand.				X
E15 - Create logos and define the company's corporate identity				
E16 - Retouch, manipulate and perform assemblies creative with digital images for further processing or photo inclusion in different media.				
E17 - Direct and layout for print media publications or digital.				X
E18 - Check all prepress and printing process of graphic design.				X
E19 - Accurately generate pdf documents of different projects for their proper conservation, exchange or query.				X



	1	2	3	4
E20 - Capture, scan and edit the video material through nonlinear systems under narrative criteria.				
E21 - Postproducir edited video material, adding effects, animation and titling				
E22 - Convert and adapt audiovisual projects generated at different media and formats, both for broadcast and their conservation.				
E23 - Direct and design three-dimensional animation for the development of industrial headers, presenting programs, advertisements and illustrations explanatory				
E24 - Conceptualize, plan and design Web pages according to market IT standards.				
E25 - Programming Web projects using appropriate computer languages and current.				
E26 - Host, maintain and update web projects on file servers.				

LEARNING OUTCOMES
R-1 Knows the editorial process, its components and types of publications.
R-2 Knows, used and applied properly typefaces
R-3 Dominates the art and aesthetics of composition by type of publication
R-4 Dominates techniques printed or electronic output of publications.
R-5 Dominates computer applications relating to desktop publishing.



EDUCATIONAL ACTIVITIES		
ACTIVITY	Nº Hours	presentiality
On-campus Class: preferably oriented training activity to acquire knowledge acquisition skills. refers to the oral presentation by the teacher, (supported by board, computer and projector for the display of text, graphics, software, etc..), to a group of students. These sessions expository, explanatory and demonstrative content.	10	100%
Computer practice: training activity aimed at acquiring skills through experimentation práctica. Se place in the computer room where it is developed to support learning using the computer. Includes working with specific software, Web queries, handling peripherals, etc.	60	100%
Seminars: Training activity oriented preferably face to obtaining enforcement powers of knowledge and research. Knowledge is constructed through interaction and activity. Consisting Supervised monographic sessions with shared participation of teachers, experts and students.	10	100%
Independent work: Independent work of student activity that represents the time that the student must devote to material preparation.	55	0%
Tutorials: Personal attention or in small groups. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc..	10	100%
Assessment: Group of oral and / or written used in the initial, formative or additive assessment.	5	100%



EVALUATING SYSTEM		
Evaluating system	minimum weight	Maximun weight
Testing practices computer	5.0	10.0
Oral presentation of group work and individual	0.0	5.0
Individual monitoring of attendance at sessions and active participation	0.0	2.0
Deliverables activities	0.0	4.0

MENTION OF DISTINCTION:

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).



DESCRIPTION OF CONTENTS
Fundamentals of editorial design
Phases and components of the creative process: from the model to the printing press
Types and formats of editorial design
Essential elements of a publication
The reticle Design use and function
Creative and composition rules of the page
The composition
The preparation of the page and the reticles
Designers and publications
Fundamentals of Indesign: The workspace and panels
Fundamentals of Indesign: Definition of the document: measurements, columns, guides and margins
Fundamentals of Indesign: Working with text. Form and typographic aesthetics
Fundamentals of Indesign: Creation and definition of master pages
Fundamentals of Indesign: Pagination and Sections
Fundamentals of Indesign: Creation and modification of objects and text boxes
Fundamentals of Indesign: Typographic Parameters
Study of the appropriate typographic families for each case
Fundamentals of Indesign: Styles (paragraph, character and object)
Fundamentals of Indesign: Tables and tabulation
Fundamentals of Indesign: Import and export of documents
Fundamentals of Indesign: Justification of the text, solution of typographical problems
Advanced indesign: Search and replace, GREP styles, nested styles and advanced options.



Advanced indesign: Use of type documents
Advanced indesign: Creation and automation of tables of contents
Advanced indesign: Cross references
Advanced indesign: Color management in the editorial process
Digital editorial design (from paper to ipad)
Advanced indesign: Interactive documents
Advanced indesign: Buttons and interactivity
Advanced indesign: Multimedia elements (video, audio, objects)
Advanced indesign: Export of interactive documents

TEMPORAL ORGANIZATION OF LEARNING		
	CONTENT/TEACHING UNIT	SESSIONS
1	Fundamentals of editorial design	0,5
2	Phases and components of the creative process: from the model to the printing press	0,5
3	Types and formats of editorial design	0,5
4	Essential elements of a publication	0,5
5	The reticle Design use and function	0,5
6	Creative and composition rules of the page	0,5
7	The composition	0,5
8	The preparation of the page and the reticles	0,5
9	Designers and publications	0,5



10	Fundamentals of Indesign: The workspace and panels	0,5
11	Fundamentals of Indesign: Definition of the document: measurements, columns, guides and margins	0,5
12	Fundamentals of Indesign: Working with text. Form and typographic aesthetics	0,5
13	Fundamentals of Indesign: Creation and definition of master pages	0,5
14	Fundamentals of Indesign: Pagination and Sections	0,5
15	Fundamentals of Indesign: Creation and modification of objects and text boxes	0,5
16	Fundamentals of Indesign: Typographic Parameters	0,5
17	Study of the appropriate typographic families for each case	0,5
18	Fundamentals of Indesign: Styles (paragraph, character and object)	0,5
19	Fundamentals of Indesign: Tables and tabulation	0,5
20	Fundamentals of Indesign: Import and export of documents	0,5
21	Fundamentals of Indesign: Justification of the text, solution of typographical problems	0,5
22	Advanced indesign: Search and replace, GREP styles, nested styles and advanced options.	0,5
23	Advanced indesign: Use of type documents	0,5
24	Advanced indesign: Creation and automation of tables of contents	0,5
25	Advanced indesign: Cross references	0,5
26	Advanced indesign: Color management in the editorial process	0,5
27	Digital editorial design (from paper to ipad)	0,5
28	Advanced indesign: Interactive documents	0,5
29	Advanced indesign: Buttons and interactivity	0,5
30	Advanced indesign: Multimedia elements (video, audio, objects)	0,5
31	Advanced indesign: Export of interactive documents	0,5

The sessions are four hours in duration.



BIBLIOGRAPHY

Basic:

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- Zappaterra, Y. and Caldwell, C. (2014). *Diseño editorial: periódicos y revistas / Medios impresos y digitales*. 1st ed. Madrid: Editorial Gustavo Gili.
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Advanced:

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- Bhaskaran, L. (2009). *What is publication design?*. Mies: RotoVision.
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- Lupton, E. (2014). *Tipografía en pantalla*. Barcelona: Gustavo Gili.
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- Google Books. (2017). *Adobe InDesign CC Classroom in a Book (2015 release)*. [online] Available at: <https://books.google.es/books?id=oSBICgAAQBAJ&printsec=frontcover&dq=Indesign+CC&hl=es&sa=X&ved=0ahUKEwjYo8ucqobTAhUoIcAKHerHDscQ6AEIMjAD#v=onepage&q=Indesign%20CC&f=false> [Accessed 2 Apr. 2017].
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ADDITIONAL INFORMATION:

WORK PLANNING FOR SECOND AND FURTHER ENROLLMENTS:

There will be a special group for those students who have not registered for the first time, and a teacher responsible of this group. This teacher has to schedule six two-hour sessions for monitoring and mentoring. In each session the subject will be developed so as to reinforce the work of the skills that each student needs to pass the course. The assessment contained in the examination will be established in the official calendar of this subject. These sessions are available on the specific schedule. The blocks of content and tasks to be performed in each session are as follows:

SECOND AND SUBSEQUENT ENROLLMENTS DIDACTIC UNITS		
	LESSON	NUMBER OF SESSIONS
1	Fundamentals of Typography	2
2	Editorial Design Basics	2
3	Introduction to Indesign	2