
DEGREE: **DEGREE IN JOURNALISM**

BASIC COURSE INFORMATION

Name: **TECHNOLOGY OF GRAPHIC JOURNALISM**

Course: **YEAR 2**

Semester: **1**

Type: Basic Formation

Compulsory

Optative

Credits (LRU / ECTS): 6

Curriculum incorporation in: 2010

DESCRIPTION

This course provides a global vision about the technological process of journalism and magazine production, both in printed and digital formats. It analyses the typography and the role played by the design as visual expression of communication media and essential element in order to reach access to their contents. Theoretical and practical knowledge of layout and design of formal and aesthetic aspects in written, audiovisual and digital formats, paying more and special attention to the use of the graticule, colour, computer graphics and insertion of multimedia elements, tools with which the student body will be able to create their own publications. Capacity and ability to communicate in the language of each communication medium, whether it is the press or new digital media (Internet) through hypertexts.

AIMS

It is considered the following:

1. To critically know and analyse the technical progress of the press through its written media.
2. To precisely deduce how technological processes are involved in social dialogue.
3. To appropriately know the technological process of press and magazines, from printing to cybernetic adaptation.
4. To recognise the importance of the visual presentation of a certain publication with the purpose of reaching access to its content.
5. To deeply identify the journalistic structure of the continent and represent the basis of journalistic design in a creative way, considering that they are able to lay out their own informations through the evolution of technology.
6. To critically analyse and judge the diverse presentation models of a journalistic publication.
7. To know new trends of graphic presentation of media information and tools that they may imply.

SKILLS

Students who pass this course will have acquired a high degree of skills regarding use of content management and creation and publication of specific multimedia content for digital media.

Generic/transversal skills:

1. Aspects which imply knowledge deriving from the forefront of their study fields. (B1).
2. To apply the knowledge to the diverse tasks in a professional way and have the skills usually shown through the development and defence of arguments and problem-solving inside their study field. (B2).
3. Capacity to get and understand significant data so as to make judgments which may include reflections on relevant topics of social, scientific or ethic matter. (B3).
4. To be able to transmit information, ideas, problems and their solutions, both in spoken or written form, to a skilled and unskilled audience. (B4).
5. To develop basic learning skills to undertake studies characterised by a high degree of autonomy. (B5).
6. To know how to apply the basic knowledge of each course to their job in a professional way and have the skills usually shown through the development and defence of arguments and problem solving inside communication and journalism world. (G01).
7. To have developed those learning skills, indispensable for undertaking subsequent studies characterised by a high degree of autonomy. (G04).
8. To know how to use search engines for documentary and bibliographic sources on the course' specific topics (design/laying out of written information). (G05).
9. To have abilities and aptitudes which benefit the entrepreneurial spirit for the application and development of its academic training in social environment. (G06).
10. Problem-solving.
11. Skills for team or group working tasks.
12. Curiosity about quality.

Specific skills:

1. Ability to...:
 - 1.1. Organize the complex communicative knowledge reasonably and its relationship with other social, human and technological sciences, as well as with the methods and techniques of this discipline. (E04).
 - 1.2. Make an appropriate presentation on the results of the task/research in spoken, written, audiovisual or cybernetic/digital form, in accordance with the norms referring to information and communication. (E05)
 - 1.3. Make comments and correctly edit texts or other media productions related to information and communication. (E06).
 - 1.4. Academic management of informative and communicative technologies. (E08).

2. Capacity and ability to...:
 - 2.1 Design the formal and aesthetic aspects in written and cybernetic/digital media, as well as the use of computer techniques for the representation and transmission of facts and data through computer graphic networks. (E34).
 - 2.2. Use the computer networks and resources and their online applications. (E33).
 - 2.3. Use the informative and communicative technologies and techniques. (E32).
 - 2.4. Communicate in the language of each traditional communication media, such as the Press, and in their journalistic modern forms. (E31).
 - 2.5. Organize in a hierarchy any kind of source or document (written, loud, visual, etc) according to the norms of journalistic design. (E46).
 - 2.6. Process, develop and transmit information, as well as to express and spread the creations or inventions through written design. (E45).
 - 2.7. Become involved in external companies, as Journalism professional. (E50).

3. Capacity to...:
 - 3.1. Come up with, organize and carry out informative or communicative projects inside design/laying out fields. (E-35).

- 3.2. Think about communication both as professional practice and its role, importance, projection and consequences for individual, social, cultural and political fields. (E09).
- 3.3. Apply the professional ethics to visual treatment of the journalistic information. (E-48).
- 3.4. Experiment and make innovations through the knowledge and use of techniques and methods applied to processes focused on improving quality and self-assessment (E39).

METHODOLOGY AND TEACHING TECHNIQUES

Face-to-face training activities:

1. Theoretical, practical or theoretical-practical face-to-face lessons. Activity value: 50 up to 100%.
2. Face-to-face discussion lessons or other intervening lessons. Activity value: 0 up to 50%.
3. Lessons carried out by experts on the topics addressed in this course. Activity value: 0 up to 10%.

Non-attendance training activities:

4. Tasks or individual or collective practical tasks. Activity value: 0 up to 100%.
5. Other non-attendance activities. Activity value: 0 up to 50%.

COURSE CONTENT: TOPICS

- Unit 1. Information Technologies.
- Unit 2. Elements of journalistic design.
- Unit 3. Typography.
- Unit 4. Process of journalistic design for printed media.
- Unit 5: Process of production of printed publications.
- Unit 6. Design and layout for digital media.
- Unit 7. The Web 2.0.
- Unit 8. Blogs y Social Media.
- Unit 9. Use and Access.

ASSESSMENT

Final marks which recognise the acquisition of the minimal skills to pass this course will be given generally or partially.

1. Test which consists of a theoretical exam and a practical one. Both of them as a whole will mean a 0-100% of the final mark. The possibility of replacing this test with an oral test will only be possible when there is a reason which hampers taking it in the written form, still keeping the same percentage.
2. Individual or collective theoretical and/or practical assessments, whose compulsory or optional nature relies on the professor's guideline. Students may get from 0 up to 100% of the global mark.
3. Attendance and/or interventions in class and/or tutorials will be taken into account according to the professor's guideline. (0-20%)
4. Interventions in activities through telematics: blogs, forums, online platforms, webs, social media, etc. (0-20%).
5. The professor may apply other grading systems depending on their guideline. In that case, those must be reflected on the teaching syllabus, clearly specified with their own percentage on the final mark.