



## COURSE DATA

### DATA SUBJECT

**Code:** 36630  
**Name:** Graphic design and infographics  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	2	Second quarter
1937 - Double Degree Program in Audiovisual Communication and Journalism	Facultat de Filologia, Traducció i Comunicació	2	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Información periodística y su tecnología	COMPULSORY
1937 - Double Degree Program in Audiovisual Communication and Journalism	Segundo Curso (Obligatorio)	COMPULSORY

### COORDINATION

NAVAZ AYERRA GORKA

DE ZUÑIGA MARQUES BEATRIZ

## SUMMARY

The subject *Graphic Design and Infographics* focuses on the study and practical application of journalistic design principles using professional tools and software. Students acquire advanced knowledge for creating pages and infographics for both print and digital media. They also gain tools to develop a critical and analytical approach to informational content for its subsequent treatment. This course places particular emphasis on Sustainable Development Goal 4: Quality Education.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.



## OTHER REQUIREMENTS

This course does not require any prior knowledge. It is partially related to *Communication Technologies I* from the first year, to *Multimedia Journalism* from the third year, and to *Data Journalism* from the fourth year.

## COMPETENCES / LEARNING OUTCOMES

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Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.

Students must be able to design both formal and aesthetic aspects in written, graphic, audiovisual and digital media, as well as the use of computer techniques for the representation of facts and data through infographic systems.

Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to recover, organize, analyse and process information and communication with the purpose of private or collective uses through various media and supports or in the creation of productions of any kind.

## DESCRIPTION OF CONTENTS

### **Infographic: Origins and Development**

Evolution of journalistic infographics in recent decades, with particular emphasis on those produced using computer-based techniques, both in offline and online formats.

### **Graphic Design Process and Adaptation**

Creation of charts, infographics, and maps using professional editing software, with special focus on the accurate treatment of information and the gathering of data from public databases.

### **Typography. Text and Readability. Colour in the Press**

Study and practical application, through lab work, of the main theories regarding the use of typography and colour in the media for the visual transmission of information through design and infographics.

### **Development and Treatment of Illustration (Image, Photography, Figurative Representation, 3D)**



Ethical principles concerning the use of photography and illustration in news reporting and their implementation through debate and practical work. In addition, practical use of illustration and photography in printed page design and as a source of information for the development of infographic pieces.

These contents will be reflected in the following learning outcomes:

- Demonstrate the ability and skills required to carry out core journalistic tasks and to use information and communication technologies and techniques.
- Develop the ability and skills to digitally process still images using standard software.
- Reproduce knowledge of the characteristics and functions of design in print and digital media, with the ability to identify the different elements involved.
- Adapt a page for print advertising and for editing its content, from both editorial and graphic perspectives.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	20,00
Laboratory	40,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	45,00
Independent study and work	30,00
Preparation of lessons	0,00
Preparation for assessment activities	15,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY

The methodology to be followed combines two types of activities:



- **Theoretical classes:** Explanation of theoretical content using real cases and materials. Debate and discussion on visual journalism topics.
- **Practical classes:** Specific activities based on the theoretical content, serving as preparation for subsequent individual and group work.

## EVALUATION

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

### First call

To pass the course, students must achieve a minimum grade of 5 in each of the three instructional components, which are weighted as follows:

1. Theory: Attendance and participation in classroom debates and discussions: 20% of the final grade.
2. Weekly Practical Assignments: Application of theoretical knowledge through individual and group work: 40% of the final grade. Due to the use of professional tools with specific technical requirements, practical assignments must be completed during class hours. Students must attend at least 90% of the practical sessions and must provide prior justification for any absences due to work, medical reasons, or force majeure.
3. Final Project: A comprehensive final assignment that integrates all the theoretical and practical knowledge acquired: 40% of the final grade.

### Second call:

Students will only need to retake the failed component(s); the grades for the remaining passed components will be retained and averaged accordingly.

### Academic honesty

Intellectual honesty is essential in academic communities and for the fair assessment of students' work. All assignments submitted in this course must be original and authored by the student. Submissions involving fraudulent collaboration using artificial intelligence tools (such as ChatGPT or others) will not be accepted. If plagiarism is detected in any assessed work, it may receive a numerical grade of zero and lead to failure of the assessment call, regardless of any disciplinary proceedings that may be initiated and, if applicable, any sanctions in accordance with current legislation.

Serious offenses will also include, and may therefore result in immediate failure of the call: copying or enabling copying of work between students; irregular access to or premature appropriation of the content



of a test or exam; enabling or attempting the appropriation, alteration, or destruction of the content or results of an evaluable activity; and impersonation during exams. When any of the serious offenses described above are detected, the teacher must report them to the Degree Coordinator.

The submission of assignments and/or exams with spelling, typographical, syntactic, coherence, or writing errors will be penalized and may result in failing the test.

## REFERENCES

### Basic references

Alcalde, I. y Cairo, A. (2015) Visualización de la información: de los datos al conocimiento. UOC.

Ambrose, G. y Harris, P. (2006). Diccionario visual del diseño gráfico. Index Book.

Baer, K. y Vacarra, J. (2008) Information Design Workbook Graphic Approaches, Solutions, and Inspiration + 30 Case Studies. 1st edition. Print.

Lazcorreta, E. y Pérez, A. (2018) Lenguajes infográficos. 1st ed. Universidad Miguel Hernández.  
Valero Sancho, J. L. (2018) La infografía. Universitat de València.

### Supplementary references

Ambrose, G. y Harris, P. (2007). Layout. Ava publishing

Austin, T. y Doust, R. (2008). Diseño de nuevos medios de comunicación. Blume.

Baeza, P. (2001). Por una función crítica de la fotografía de prensa. Gustavo Gili SA.

Cartier-Bresson, H. (2003). Fotografía al natural. Gustavo Gili SA.

Cases i associats (2004). Information design. Projects. Cases i associats.