SAGRADO
Universidad del Sagrado Corazón

Syllabus

Title:	Graphic Design for Audiovisual Media Management
Code:	GRA 315
Prerrequisite:	DIS 110 Principles of Design
CREDITS:	3 credits | 45 contact hours | 1 term

Description

Study of the concepts, media, and techniques used in the field of graphic design as applied to public communication and commercial advertising. Development of audiovisual projects and application of the principles of good design in the creative processes of editing images and videos. Aspects of the history and theory of the practice aimed at the conceptual development of audiovisual productions, with an emphasis on the analysis, evaluation, production, and presentation of elements of visual communication. Combines academic research with service-learning, including participation in community engagement projects. Develops students' skills to function as creative professionals in various work settings within the field of public communication and graphic design across its diverse commercial applications.

Justification

The current reality of the graphic design industry requires knowledge of various creative and communication media. It has been demonstrated that digital audiovisual media, thanks to their accessibility in distribution, achieve, to a large extent, greater reach and transmission of information than many other digital media. Therefore, it is important for graphic design professionals to possess the necessary skills and knowledge to develop a concept and bring it to life through an audiovisual product. Similarly, the graphic designer's artistic and conceptual contribution to the development of audiovisual projects substantially enhances visual communication and the aesthetic coherence these projects aim to achieve.

COMPETENCIES

The course develops the following competencies in students:

- **Research and Exploration**
- **Communication**

OBJECTIVES

Upon completion of the course, students will be able to:

1. Identify the principles governing visual continuity and graphic composition and apply these principles in audiovisual planning.
2. Define, discuss, and apply basic graphic production techniques for traditional and *streaming* media.
3. Identify the appropriate software for developing graphic elements in audiovisual productions.
4. Identify the stages of the production and editing process and their respective responsibilities.
5. Plan and carry out the production process through individual and group exercises and projects.

Content

I. Theory and Context

A. Definition and Purpose of Design

1. Elements and principles of graphic design applied to the creation and conceptual representation of audiovisual projects
    a. Graphic design for digital media
    b. Graphic Design for Videos
    c. Animations
    d. Visual effects for commercials
    e. Design for social media

2. Functional and practical considerations in graphic design for audiovisual media. Content strategies and relevance

    a. Visual communication in audiovisual media.
    b. User-centered design and identifying needs
    c. Priority pyramid. Content and goals
    d. Experiences, Interfaces, and Usability (UI/UX)
    e. Project management and customer service
    f. Technology and development
    g. Graphic design and visual brand identity for audiovisual media.
    h. Brand design, marketing (branding), attributes, value proposition, personality, and visual language
    i. Sketches, maps, mockups, wireframes, and prototypes
    j. Designing for the convenient device—“Tables, laptops, desktops, smartphones”
    k. Usability testing

II. The digital image in the audiovisual industry

A. Production

B. The business sector

C. Digital Audiovisual Elements

D. The Audiovisual Advertising Industry

IV. Stages in the Graphic Design Process for Audiovisual Productions

A. Planning and Organization of Graphic Elements in Audiovisual Productions

B. Development of graphic design in an audiovisual production.

1. Credit Titles
2. Program Headers
3. Television *packaging*
4. *Advertis*ements
5. Other

C. Project planning tailored to user needs and graphic design production for the audiovisual product

1. Multimedia format

a. Dimensions

b. Layout or grid

c. Layout and imposition

d. Digital layout

2. Cyber format

a. Measurements

b. Layout or grid

c. Layout and imposition

d. Digital layout

VI. Audiovisual Production Distribution

A. Development and Audience Research Phase

B. The *Pitch,* Proposal, and Design

C. Business Models for *Streaming*

E. Productions, Co-productions, and Independent Productions

METHODOLOGY

The following active learning strategies are recommended:

- Project-Oriented Learning (**POL**) / Project-Based Learning (**PBL**)
- **Research**-Based Learning (**RBL**)
- Collaborative Learning - **CL**
- Design Thinking (**DT**)

ASSESSMENT

Participation	15%
Immersion Experience	30%
Assignments	30%
Oral Presentations	25%
TOTAL	100%

Student Learning Assessment

The institutional assessment rubric is applied to the core activity of the course.

BIBLIOGRAPHY

Foust, J., Fink, E. (2018). *Video Production: Disciplines and Techniques.* Focal Press

Gitner, S. (2016). *Multimedia Storytelling for Digital Communicators in a Multiplatform World.* Routledge

Honthaner, E. (2012)*. The Complete Film Production Handbook. Focal Press Owens, J.* (2017). Video Production Handbook. Focal Press

Hastings, R., Meyer, E. (2020). *No Rules Rules: Netflix and the Culture of Reinvention.* Penguin Press

Lambert, J. (2016). *Digital Storytelling: Capturing Lives, Creating Community.* Routledge

Mitchell, L. (2009). *Production Management for Television.* Routledge

Plothe, T. (2019). **Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television**. Peter Lang.

Roberts-Breslin, J. (2018). **Making Media: Foundations of Sound and Image Production*.* Focal Press

Thompson, K. (2019). *Storytelling for Film and Television.* Focal Press Light.

Zettl, H. (2013). *The Television Production Handbook.* Cengage Learning.

ELECTRONIC RESOURCES

Autodesk Maya Learning Resources

https://knowledge.autodesk.com/support/maya/learn?sort=score

Animation Methods Tutorials for Maya http://www.animationmethods.com

https://www.youtube.com/channel/UC-Eh-OCUPr_EsOGe7qEtIQA

Mike Hermes YouTube Channel

https://www.youtube.com/user/MikeHermes65

Pixar in a Box
Khan Academy

https://www.khanacademy.org/partner-content/pixar

Adobe (2020). *After Effects tutorials*

https://helpx.adobe.com/after-effects/view-all-tutorials.filter-bar.html Docter, P.,

LaPointe, V., Patel, S., Lester, K., Andrews, M., Pixar Animation Studios, Khan

Academy (2015). *Pixar in a Box: The Art of Storytelling*

https://www.khanacademy.org/partner-content/pixar/storytelling

Kramer, A. (2020). *Video Copilot*. http://www.videocopilot.net/basic/ Sarto, D.,

Diamond, R. (2020). *Animation World Network.* http://www.awn.com

You can find more resources related to the course topics on the library's website:
http://biblioteca.sagrado.edu/

Reasonable Accomodation

For detailed information on the process and required documentation, please visit the appropriate office. To ensure equal opportunity, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, any student who requires Reasonable Accomodation or special assistance must complete the process established by the Vice-Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at the Universidad del Sagrado Corazón to take courses with or without academic credit. A breach of academic integrity is any act or omission that fails to demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who violates the policy on honesty, fraud, and plagiarism is subject to the following sanctions: a grade of zero on the assessment and/or having to redo the seminar assignment; a grade of F(*) in the seminar; or suspension or expulsion, as established in the Academic Integrity Policy document effective November 2022.

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