

COURSE NAME: JOURNALISTIC PRODUCTION

UFV CODE: 1136 **ECTS:** 4.5

TYPE OF COURSE: T, 1C

INTERNATIONAL CODE: JOU1136 **YEAR:** 4

REQUIREMENTS: JOU1124

OBJECTIVES: A consideration of journalistic production of print media by analyzing the different processes of editing and publishing in the print media

COURSE DESCRIPTION: The production process, from the glossary of specialized terminology of the subject to the actual printing of a print medium. Undertaking an editorial project

BIBLIOGRAPHY: POZO PUERTOLAS, R.: Diseño e Industria gráfica. Elisava Edición, Barcelona 2000. BANN, D.: Manual de producción para las artes gráficas. Tellus. MARTÍNEZ DE SOUSSA: Manual de edición y autoedición. Pirámide

METHODOLOGY: Theoretical and practical classes. During classes students will undertake an exercise in print media production, including cost analysis

EVALUATION: Theoretical and practical exam consisting of various questions under test conditions, where the theoretical knowledge acquired will be assessed, and a practical part where students will have to calculate the production cost of print media. The second

half of the evaluation will consist of a group exercise (maximum 6 people) of an editorial project (carrying out the entire print process, from the idea, design and text and image composition to the printing). The exam will be worth a maximum of 7

points and the coursework a maximum of 3 points

PROFESSOR: Diego Botas Leal **LANGUAGE:** Spanish