

4S_FTHE_Digital tools for graphic design 2

Qualification: Degree in Higher Artistic Education in Design in the specialties of graphic design, interior design, fashion design and product design.

Subject: Graphic design tools

Type: Compulsory Graphic Design Training

Credits: 2 ECTS

Total hours: 100 h

Course: 2

Hours/week: 6,3 h

Semester: 4

Face-to-face hours/week: 3 h

Language in which it is taught: Catalan / Spanish

Self-employed hours/week: 3,3 h

Prerequisites: Have acquired all the knowledge of the subject of languages and techniques of representation and communication.

1. Presentation of the subject

The subject Digital Tools for Graphic Design 2 aims to provide students with the skills related to the use of specific tools and media in the specialty of graphic design in order to acquire more expressive, representational and communication resources, to be able to subsequently apply them to their projects based on learning infographic representation programs for image processing and animation and interactive presentations.

The subject has the following objectives:

To provide a theoretical basis that will help contextualize learning and that will be combined with practical activities to exemplify the topic covered in each session. The activities that students will carry out are based on instrumental learning of tools and resources, focused on learning based on problem solving with multiple solutions and aesthetic and visual criteria.

Experiment with the selected resources, with which students will have to carry out various activities of varying degrees of difficulty.

2. Course contents

Computer science for graphic design.

Work environment. Operating systems.

Optimization of images based on their use.

Preparation of documents for digital printing, offset, and for digital outputs (web, monitor, projectors, ...)

Image processing programs.

Domain registration and web layout.

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3. Skills worked on in the subject(Real Decret 633/2010)

Transversal skills		Subject	Subject
CT-01	Organize and plan work in an efficient and motivating way.	X	X
CT-04	Use information and communication technologies efficiently	X	X

General skills		Subject	Subject
CG-02	Master the languages and expressive resources of representation and communication.	X	X
CG-18	Optimize the use of the resources necessary to achieve the planned objectives.	X	X

Specific Graphic Design skills		Subject	Subject
GRA-11	Master the technological resources of visual communication.	X	X
GRA-12	Master digital technology for processing images, texts and sounds.	X	X

4. Subject learning outcomes

SUN	Description of the learning outcome	Skills
RA-01	Have technological resources to develop ideas and design projects.	CT-04, GRA-11, GRA-12,
RA-02	Correctly apply digital technology and appropriate software. Solve expression and communication problems with specialized infographic programs.	CG-02, CG-18, GRA-12, GRA-11
RA-03	Plan, organize and optimize resources.	CT-01, CT-04, CG-18, GRA-12

5. Teaching methodologies applied to the subject

Get up	Typology	Description	Apply
MD1	Conference and/or master class	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.	AF1, AF2, AF3, AF4, AF5
MD5	Workshops and/or internships	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.	AF2, AF3, AF4 AF5
MD6	Presentations and/or defenses	Publicly presenting the results of a work, project or research in front of an audience.	AF5
MD7	Case study	Analysis of situations or problems within the specialty with the	AF5

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		aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.	
MD9	Guided practice	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practice.	AF1, AF2, AF3, AF4 AF5
MD10	Flipped classroom	Transfer part of the theoretical learning outside the classroom, through online materials or resources prepared by the teacher, to dedicate face-to-face time to practical, participatory activities and knowledge application.	AF1, AF2, AF3, AF4

6. Training activities of the subject

Get up	Description	Duration	Weighting
AF1	Digital image and use of the scanner	2 weeks	10 %
AF2	Bitmap image processing. Tools to work with: selections, transformations and layer styles.	2 weeks	15 %
AF3	Bitmap image processing. Tools to work with: retouching tools (brushes, correctors, stamps and patches), merges and fill layers.	2 weeks	15 %
AF4	Bitmap image processing. Tools to work with: layer mask, vector mask, "mask" cut", adjustment layers, brushes and typography.	2 weeks	20 %
AF5	Introduction to the web environment, web prototyping and construction of a web page and publication.	8 weeks	40 %

7. Evaluation systems

Due to their typology and educational program, all subjects in the ESDAPC undergraduate design studies include continuous assessment as a procedure to regulate and qualify the learning achieved by students during the semester.

In the event of not achieving the level of sufficiency in the evaluation activities within the closing milestones set out in the subject's schedule, the activities not passed may be corrected and/or completed within the recovery procedure defined by the teaching staff in their schedule.

7.1. Continuous evaluation

General evaluation criteria

The ESDAPC sets some **general evaluation criteria** which are common to all teaching guides, without prejudice to specific evaluation and grading criteria of each subject:

- Subject grading: A weighted average of the grades obtained in each of the training activities will be made in accordance with the percentages described in the teaching guide and classroom schedule. The subject will be passed with a grade of 5.0 (Pass). All assessment activities can be corrected and/or

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completed within the recovery procedure within the continuous assessment that the teaching staff defines in their classroom schedule.

- Class attendance is essential in order to guarantee that learning is progressive, flexible and allows feedback and adjustments in its achievement within the continuous assessment. For this reason, class attendance is mandatory. The teaching staff establishes the mechanisms to control it. The student who does not attend a minimum of 80% of the face-to-face hours of the subject loses the right to continuous assessment and may present for remediation outside of the continuous assessment defined in the teaching guide and classroom schedule for the subject. In cases of serious absenteeism, with attendance of less than 60% of the face-to-face hours of the subject, the student will lose the right to be evaluated and will have a grade of "Not Presented".
- The ability to organize and plan tasks is part of the learning outcomes that the student must achieve within the training process, therefore the deliverables of the evaluation activities must conform to the deadlines, the format and contents defined in the activity statement in order to be qualified. Activities submitted after the deadline, format and/or minimum content will be considered outside the continuous assessment process, will not be evaluated within it and will have to be resubmitted as a recovery.
- In the event of a submission or exam coinciding with a force majeure situation, the student may request to submit an activity after the deadline or repeat an exam, without being considered out of continuous assessment. This submission or exam will be carried out according to the conditions and calendar determined by the teaching staff.
 - Force majeure is understood to mean: serious illness or temporary incapacity (hospitalization) of student or a first-degree relative, coincidence with an official language level or driving license or inexcusable duties before the administration or death of a first- or second-degree relative. It must be requested in an argued and justified manner in the form of [generic application](#), addressed to the campus management, and must necessarily include the original with a stamp of the document proving the major cause alleged.
- The evaluation process is based on the student's personal work and presupposes the authenticity of the authorship and originality of the exercises carried out. Any act of copying and/or plagiarism or irregular use of Artificial Intelligence (AI) will result in the immediate and irrevocable suspension of the assessable activity, without the right to recovery.

However, and without contradicting these general criteria, each teacher may define other specific complementary conditions, which must be informed and published in writing at the beginning of the course to all students enrolled in their subject.

These complementary conditions cannot in any case result in a penalty or limitation of the qualification of an activity, nor the loss of the right to recover an activity.

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Specific evaluation criteria within continuous evaluation

To pass the subject through continuous assessment, the student will be assessed as:

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

The evaluation process is based on the student's personal work and presupposes the authenticity of the authorship and the originality of the exercises carried out. Any act of copying and/or plagiarism or irregular use of artificial intelligence (AI) will result in the immediate and irrevocable suspension of the assessable activity.

Evaluation instruments within continuous evaluation

Describe how evidence is collected, how feedback and grading are given.

Rubrics.

Written/practical tests

Application exercises.

Individual and/or group feedback: written or oral.

Direct observations.

Self-assessment.

Co-evaluation.

7.2. Recovery

General recovery criteria

The ESDAPC sets general recovery criteria that are common to all teaching guides, without prejudice to the specific evaluation and grading criteria of each subject:

- The ESDAPC provides for a single recovery per activity. The recovery of suspended activities will be done within the deadlines defined by the teaching staff in their teaching guide and classroom schedule within the same semester. In the event that the teaching staff has not established a recovery calendar, the student may submit the recovery activities during the last school week of the semester.

Specific recovery criteria within continuous assessment

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)

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- Quality of presentation at a formal and technical level. 20% (RA-2)

The evaluation process is based on the student's personal work and presupposes the authenticity of the authorship and the originality of the exercises carried out. Any act of copying and/or plagiarism or irregular use of artificial intelligence (AI) will result in the immediate and irrevocable suspension of the assessable activity.

To recover, the pending activity or activities must be submitted within the recovery period that established by the teacher and, if none is established, the recovery can be done during the week of recoveries with the specific criteria of continuous assessment.

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Subject recovery instruments outside of continuous assessment

The evidence of this recovery and how the qualification occurs.

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

8. Educational care within the framework of an inclusive education system

This Teaching Guide takes into account educational care within the framework of an inclusive educational system that includes two reference frames that support it:

- MISU: Universal Measures and Supports to promote personal and social development in equity and equality.
- DUA: Universal Learning Design, which allows flexible learning situations to be created based on a design that detects and minimizes the barriers of the context, from the beginning, and that considers variability.

However, to ensure freedom of thought and opportunities in relation to the gender perspective, a co-educational dynamic is carried out that avoids the predisposition of differential treatment, role attributions or assumptions of abilities determined by gender.

The MISU and DUA will be applied to all ESDAPC students. Those students in need of additional measures and support will be included through an Individualized Support Plan.

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9. Copying, plagiarism, and academic honesty

From a legal point of view, plagiarism is an infringement of copyright.

The ESDAPC NOFC describes in section 5.4 irregular conduct in the evaluation procedure, which includes copying or plagiarism in any academic activity.

10. Use of Artificial Intelligence (AI)

ESDAPC recognizes the value of Artificial Intelligence (AI) in the educational field, while highlighting the risks it entails if it is not used ethically, critically and responsibly. In this sense, in each assessment activity, students will be informed about the AI tools and resources that can be used and under what conditions, recommended whenever it is used as an assistant during the research process or as another source. In both cases, it must comply with the [citation regulations established by the APA](#).

For their part, students undertake to follow the instructions of the ESDAPC when carrying out the evaluation activities and citing the tools used and, specifically, to identify the texts or images generated by AI systems, which they may not present as their own.

Misuse of this tool can seriously affect the evaluation of the assessment activities. If in doubt, it is recommended that, before submitting the activity, a consultation be sent to the teacher.

For the evaluation, students are responsible for any possible errors that Artificial Intelligence may make.

11. Sources of information and teaching resources

Basic bibliography

Derrick H. Davis, Adobe Photoshop 2025 User Guide: Mastering the Fundamentals. PART 1. EdIndependently published. (2025).

Derrick H. Davis, Adobe Photoshop 2025 User Guide: Mastering the Fundamentals. Part 2. Ed.Independently published. (2025).

Ernesto Martínez. The Photoshop Book: A Learning Guide to Image Design and Retouching. (Photo Retouching and Editing) (2025). Academy Photography Publishing House.

Arturo Fuentes Calle, Fundamentals of Digital Image: From Photography to Generative AI, EditorialMarcombo (2025).

Daniel Schwarz, The designer's guide to Figma, Ed Sitepoint, 2023.

Alvaro Fontela, Practical WordPress Course. Anaya Multimedia. 2024

Reference bibliography and other resources

Figma

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<https://profile.es/blog/introduccion-a-figma-tutorial-avanzado/>

Domestic Courses:

Pablo Stanley, Web design with Figma. Creating efficient interfaces by

<https://www.domestika.org/es/courses/2312-diseno-web-con-figma-creacion-de-interfaces-eficaces>

Mirko Santangelo, Learns Figma from A to Z

<https://www.domestika.org/es/courses/4804-aprende-figma-de-a-a-z>

Arturo Servín, Introduction to Figma

<https://www.domestika.org/es/courses/3482-introduccion-a-figma>

Filip Felbar, Web page design systems with Figma

<https://www.domestika.org/es/courses/5031-sistemas-de-diseno-para-paginas-web-con-figma>

Eva Sánchez Clemente, Interactive Web Page Design with Figma

<https://www.domestika.org/es/courses/4035-diseno-de-paginas-web-interactivas-con-figma>

Ignacio Cruz Moreno, Creating a professional website with WordPress

<https://www.domestika.org/es/courses/112-creacion-de-una-web-profesional-con-wordpress>

Pages for creating prototypes:

<https://www.figma.com/>

Pages to create wireframes:

Cacoo:

<https://cacoo.com/examples/wireframe-software>

Pages to chart:

Terrastruct: <https://terrastruct.com/?ta=axbhdq8trb&dpm=47239>

Lucidchart

<https://www.lucidchart.com/pages/examples/flowchart-maker?r=dpm-wft&dpm=39512>

Diagrams: <https://app.diagrams.net/?r=dpm-wft>

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Audiovisuals

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12. Training activity sheets

ACTIVITY 1	Duration: 2 weeks	Weighting: 10%
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Description of the activity

Practical test of managing the basic concepts of digital imaging: formats, resolution, color modes, color depth, sizes and weight.

Contents

Optimization of images based on their use.

Skills

CT-04	Use information and communication technologies efficiently
CG-18	Optimize the use of the resources necessary to achieve the planned objectives.
GRA-11	Mastering the technological resources of visual communication
GRA-12	Master digital technology for processing images, texts and sounds

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD10	Transfer part of the theoretical learning outside the classroom, through online materials or resources prepared by the teacher, to dedicate face-to-face time to practical, participatory activities and knowledge application.

Learning outcomes

RA-02	Correctly apply digital technology and appropriate software. Solve expression and communication problems with specialized infographic programs.
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Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

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Evaluation instruments within continuous evaluation

Rubrics.

Written/practical tests

Individual and/or group feedback: written or oral.

Direct observations.

Self-assessment.

Co-evaluation.

Specific recovery criteria within continuous assessment

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Recovery instruments outside of continuous assessment

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

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ACTIVITY 2	Duration: 2 weeks	Weighting: 15%
Description of the activity		

Recreation of a painting or composition of a mockup *from* different images, image bank, or a similar exercise.

Contents

Bitmap image processing. Tools to work with: selections, transformations and layer styles.

Select and extract images to contextualize them in a different environment. Correctly use the most appropriate selection tools for each case (marquee tools, magic wand, quick selection tool, lasso tool, polygonal lasso, magnetic lasso, refine "edge", selection with the pen and management of paths, etc.).

Apply layer styles (texture, outline, drop shadow...) to give depth to selections. Technique and composition will be assessed.

Skills

CT-04	Use information and communication technologies efficiently
CG-02	Master the languages and expressive resources of representation and communication
CG-18	Optimize the use of the resources necessary to achieve the planned objectives
GRA-11	Mastering the technological resources of visual communication
GRA-12	Master digital technology for processing images, texts and sounds

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD9	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practical.

Learning outcomes

RA-01	Have technological resources to develop ideas and design projects.
RA-02	Correctly apply digital technology and appropriate software. Solve expression and communication problems with specialized infographic programs.
RA-03	Plan, organize and optimize resources.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

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Evaluation instruments within continuous evaluation

Rubrics.

Practical tests

Individual and/or group feedback: written or oral.

Direct observations.

Co-evaluation.

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Recovery instruments outside of continuous assessment

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

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ACTIVITY 3	Duration: 2 weeks	Weighting: 15%
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Description of the activity

Photographic retouching of an old image and application of color. The final result must be an advertising piece. With the retouched image, color must be applied using the fill layers and an advertising piece must be made (poster, Instagram post, book cover).

Contents

Bitmap image processing. Tools to work with: retouching tools (brushes, correctors, stamps and patches), merges and fill layers.

Photographic retouching from an old or damaged image. It is necessary to explain all the retouching tools to correct the image and explain the most suitable process to achieve a good final result.

Skills

CT-01	Organize and plan work in an efficient and motivating way
CT-04	Use information and communication technologies efficiently
CG-02	Master the languages and expressive resources of representation and communication
GRA-11	Mastering the technological resources of visual communication
GRA-12	Master digital technology for processing images, texts and sounds

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD9	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practical.
MD10	Transfer part of the theoretical learning outside the classroom, through online materials or resources prepared by the teacher, to dedicate face-to-face time to practical, participatory activities and knowledge application.

Learning outcomes

RA-01	Have technological resources to develop ideas and design projects.
RA-02	Correctly apply digital technology and appropriate software.
RA-03	Solve expression and communication problems with specialized infographic programs.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20% (DAY 1)

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- Quality of presentation at a formal and technical level. 20% (RA-2)

Evaluation instruments within continuous evaluation

Rubrics.

Written/practical tests

Individual and/or group feedback: written or oral.

Direct observations.

Self-assessment.

Co-evaluation.

Specific recovery criteria within continuous assessment

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Recovery instruments outside of continuous assessment

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

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ACTIVITY 4	Duration: 2 weeks	Weighting: 20%
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Description of the activity

An advertising piece must be designed based on the symbiosis of three or four different images. The images can be from an image bank or self-produced. All image processing must be non-destructive.

Contents

Bitmap image processing. Tools to work with: layer mask, vector mask, "mask"cut", adjustment layers, brushes and typography.

Skills

CT-01	Organize and plan work in an efficient and motivating way
CT-04	Use information and communication technologies efficiently
CG-02	Master the languages and expressive resources of representation and communication
GRA-11	Mastering the technological resources of visual communication
GRA-12	Master digital technology for processing images, texts and sounds

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD9	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practical.
MD10	Transfer part of the theoretical learning outside the classroom, through online materials or resources prepared by the teacher, to dedicate face-to-face time to practical, participatory activities and knowledge application.

Learning outcomes

RA-01	Have technological resources to develop ideas and design projects.
RA-02	Correctly apply digital technology and appropriate software.
RA-03	Solve expression and communication problems with specialized infographic programs.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20%
(DAY 1)

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- Quality of presentation at a formal and technical level. 20% (RA-2)

Evaluation instruments within continuous evaluation

Rubrics.

Written/practical tests

Individual and/or group feedback: written or oral.

Direct observations.

Self-assessment.

Co-evaluation.

Specific recovery criteria within continuous assessment

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20% (DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Recovery instruments outside of continuous assessment

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

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ACTIVITY 5	Duration: 8 weeks	Weighting: 40%
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Description of the activity

Introduction to the web environment, web prototyping and construction of a web page and publication.

Design of a personal portfolio. It is recommended to use Figma for prototyping and Wordpress (.org) to build and publish the website. The page must be responsive and plugins can be installed to improve its functionality.

Contents

Project methodology for a web project.

Web map, wireframes and style creation.

Introduction to the Figma prototyping program.

Introduction to WordPress.

Skills

CT-01	Organize and plan work in an efficient and motivating way
CT-04	Use information and communication technologies efficiently
CG-02	Master the languages and expressive resources of representation and communication
CG-18	Optimize the use of the resources necessary to achieve the planned objectives.
GRA-11	Mastering the technological resources of visual communication
GRA-12	Master digital technology for processing images, texts and sounds

Applied teaching methodologies

MD1	The teacher presents and transmits knowledge to the entire group of students, the student has a passive role, that of a receiver.
MD5	Carrying out practical activities applied in a controlled environment, oriented towards learning through experience and/or the transfer of theoretical knowledge to real or simulated situations.
MD6	Publicly presenting the results of a work, project or research in front of an audience.
MD7	Analysis of situations or problems within the specialty with the aim of reflecting, analyzing and discussing different intervention or solution proposals through examples or references.
MD9	The teacher presents and transmits theoretical knowledge applied to practical activities that take place in the classroom. The teacher guides, supervises and gives active feedback during the practical

Learning outcomes

RA-01	Have technological resources to develop ideas and design projects.
RA-02	Correctly apply digital technology and appropriate software.
RA-03	Solve expression and communication problems with specialized infographic programs.

Continuous evaluation

Specific evaluation criteria within continuous evaluation

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)

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- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20% (DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

Evaluation instruments within continuous evaluation

Rubrics.

Written/practical tests

Individual and/or group feedback: written or oral.

Direct observations.

Public presentation.

Specific recovery criteria within continuous assessment

- Make correct use of the tools/techniques/resources used. 50% (RA-2, RA-3)
- Choose the right tools, use them appropriately and with discretion. 10% (RA-2, RA-3)
- Expressive and communicative formalization of the final resolution in accordance with the established requirements. 20% (DAY 1)
- Quality of presentation at a formal and technical level. 20% (RA-2)

Recovery outside of continuous assessment

Specific recovery criteria outside of continuous assessment

To pass the subject outside the continuous assessment system, the student must submit all the proposed activities and take one or more practical tests that prove the achievement of the subject contents. The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.

Recovery instruments outside of continuous assessment

- Deliver the course activities, with their own criteria and evaluation instruments.
- Carry out one or more practical tests to demonstrate that the content of the subject has been achieved.

The final grade will be calculated using a weighted average, with the following criteria: the activities will represent 40% of the grade and the practical tests, 60%. The practical tests must be passed to make the weighted average of the subject activities.