

# GUÍA ORIENTACIÓN PARA LA REALIZACIÓN DE PRUEBAS LIBRES

## CICLOS FORMATIVOS ARTES GRÁFICAS

<b>CICLO</b>	DISEÑO Y GESTIÓN DE LA PRODUCCIÓN GRÁFICA	<b>Código</b>	12
<b>MÓDULO</b>	INGLÉS TÉCNICO PARA GRADO SUPERIOR	<b>Fecha   Hora Aula</b>	8/6/2022 17:50H 0-42

### Legislación

- RD 174/2013, del 8 de marzo, por el que se establece el título de Técnico Superior en Diseño y Edición de Publicaciones Impresas y Multimedia.
- Decreto 180/2015, de 29 de julio, del Consejo de Gobierno, por el que se establece para la Comunidad de Madrid el Plan de Estudios del ciclo formativo de Grado Superior correspondiente al título de Técnico Superior en Diseño y Edición de Publicaciones Impresas y Multimedia

### Contenidos

#### 1. Basic vocabulary of layout and typography

- Kinds of typefaces: serif, sans serif, script...
- Parts of typographical characters: ascenders, descenders, x-height...
- Text spacing: tracking, kerning, leading...

#### 2. Basic vocabulary of color

- Color schemes: complementary, analogous, triadic, monochromatic...
- Color models: CMYK, RGB...
- Color theory: psychological associations of colors

#### 3. Basic vocabulary of printed media

- Printing techniques: offset, flexography, and associated terms
- Types of paper
- Prepress techniques: imposition, bleed, trim marks...
- Post-printing techniques and processes: binding, die-cutting

#### 4. Basic vocabulary of website design

- Elements of a website: header, banner, navigation bar...
- General internet terms: bandwidth, server, host...
- Website creation: HTML, WYSIWYG, scripts...
- Image formats:

#### 5. Basic vocabulary of logo design and corporate identity

- Logotype vs brandmark
- Principles of logo design

#### 6. Basic vocabulary of general design concepts:

- Principles of arrangement: hierarchy, alignment, white space...
- Size and proportions: Scale, rule of thirds, golden ratio...
- Visual harmony: contrast, repetition, balance...

#### 7. Basic vocabulary of tools and functions of layout and image editing programs

- Adobe InDesign, Adobe Photoshop, Adobe Illustrator...

#### 8. General vocabulary of image description

- Location of elements within an image: right, left, top, bottom, corners, edges, foreground, background...

## 9. Argumentative language

- How to express total or partial agreement and disagreement
- How to introduce arguments in a debate

## Bibliografía

99 Descriptive Design Words: <https://99designs.es/blog/tips/15-descriptive-design-words-you-should-know/>

52 Design Terms Explained for Marketers:

<https://buffer.com/library/53-design-terms-explained-for-marketers/>

Five principles of logo design: <https://www.feelingpeaky.com/5-principles-of-logo-design/>

Anatomy of a Character: <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/anatomy>

Psychological Associations of Color: <https://www.toptal.com/designers/ux/color-in-ux>

Adobe Tool galleries:

<https://helpx.adobe.com/indesign/user-guide.html/indesign/using/toolbox.ug.html>

<https://helpx.adobe.com/uk/photoshop/using/tools.html>

<https://helpx.adobe.com/illustrator/using/tool-galleries.html>

Debating language: <https://www.cambridge.org/elt/blog/wp-content/uploads/2017/07/cambridge-ideas.pdf>

## Características de las pruebas

There will be a written test (reading and writing skills) and a short oral test (listening and speaking skills)

The **written test** (80%) will include:

- Exercises of reading comprehension and vocabulary in which you have to match both parts of a definition and then associate the definition to one of the words supplied.
- Exercises of written expression in which you have to name design elements or concepts that are present in an image and explain what they are in a few words.
- Analyze logos naming the basic principles that guided their design and why the colors used in them are appropriate for that kind of brand.
- Identify icons from the toolbar of the Adobe programs and explain their functions.
- Use the vocabulary of the area to correct design mistakes that will be shown in a series of pictures.

The **oral test** (20%) will include:

- Express agreement and disagreement with statements from the teacher that will be related to some of these topics:
  - Printed media vs. digital media
  - Apple computers vs. PC in graphic work
  - Minimalism vs. ornamentation
  - Working freelance vs. working for a company

The students will be expected to introduce arguments of their own and be able to debate for a few minutes.