



## INTRODUCTION

**Course description.** The News Design subject provides you with an introduction to the principles, the elements, the architecture and the practice of information design for periodical publications, to the layout of editorial projects, and to the visual identity of media organizations.

- **Degree:** Journalism (Grado en Periodismo + diploma en Global Journalism) and available in English for double degrees with Journalism (if their schedules allow); elective for other degrees (Audiovisual Communication).
- **Module/Area:**
- JOURNALISM
  - Module III: News media, modes and topics.
  - Materia 2: Print journalism and online journalism.
- AUDIOVISUAL COMMUNICATION
  - Module VI: Elective.
  - Materia 1: Elective.
- **ECTS:** 3 credits
- **Year:** 2nd (Journalism), 3rd (double degrees with Journalism), 3rd or 4th (other degrees, as an elective)
- **Semester:** 2nd (January-May 2026)
- **Subject type:** Required (OB) for the Degree in Journalism (Periodismo + diploma Global Journalism); elective (OP) for the Degree in Audiovisual Communication.
- **Instructor:** [Samuel Negrodo Bruna \(profile in the scientific portal\)](#) | Associate Professor (Profesor Contratado Doctor) | Departament of Journalism | subject coordinator (RA) | lectures and workshops | [negredo@unav.edu](mailto:negredo@unav.edu) | [CV/LinkedIn](#)
- **Language:** English. Alternatively, the subject [Diseño periodístico](#) is offered for students of the degree in Journalism in Spanish.
- **Class hours:**
- LECTURES (expositive and participative classes): seven weeks, every **Tuesday**, from January 13 to February 24, 2026, **14:30** to 15:15, 15:30 to 16:15 and 16:30 to 17:15 h, **room 11** of the School of Communication.
- WORKSHOPS (practical classes): computer room 1560 on the first floor (upstairs) of the School of Communication building, equipped with desktop PCs running Adobe Creative Cloud and Full HD monitors ([view exterior in 360°](#)).
  - 1P.- Tuesday 14:30-17:15 on March 3, 10, 17 and 24, and April 14 and 21.
  - 2P. ~~Thursday 09:00-11:45 on February 26, March 5, 12 and 26, and April 16 and 23.~~
- Due to the number of enrolled students, it is likely that there will only be one workshop group, continuing with the same time and day of the week of the lectures. ~~You only have to come to one of the two weekly workshop sessions; groups will be assigned in late January after consultation to the students. Please wait for the email and in-class announcement to express your request.~~ You need to be able to attend regularly one of these groups on the scheduled dates if you wish to enroll in this subject. Attendance to lectures is strongly encouraged and attendance to workshops is compulsory.
- **EXAM:** **Monday, May 4, 2026, 4:00 pm (16:00), room 6** of the School of Communication, as determined in the [official exam calendar of the School of Communication](#). You must be able to attend in person on this date, time and



room if you wish to enroll in this subject and take the exam, which is worth 30% of the grade.

- The EXTRAORDINARY (RE-SIT) ASSESSMENT PERIOD, also set in the corresponding official calendar, will be on Thursday, June 18, 2026, with a deadline for submitting work through AulaVirtual ADI at 2:00 p.m. (14:00) and the exam at 4:00 p.m. (16:00) in room 6 of the School of Communication.

## LEARNING OUTCOMES (Competencies)

*Degree in Journalism - required subject*

### 1.SKILLS

- RA11 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.
- RA17 - Selecting and processing information in order to disseminate it for private and collective use in different formats and media, or for use in various kinds of productions.
- RA18 - Using information and communication technologies and techniques in different media and languages.
- RA19 - Devising and implementing the design of the formal and aesthetic aspects of written, graphic, audiovisual and digital media.
- RA21 - Detecting and correcting mistakes made in the creative and organizational processes of editing, development and production of information products.

### 2.COMPETENCIES

- RA25 - Devising, planning and carrying out collaborative projects in the field of journalism.
- RA29 - Knowing and applying the theory, skills, techniques and tools necessary to produce new products.
- RA30 - Knowing and applying the jargon and methods specific to every kind of traditional media (print, radio and television) and new digital formats (such as the Internet); developing mixed-media possibilities.

*Degree in Audiovisual Communication - elective subject*

### 1.KNOWLEDGE

- RAO1 - Acquiring specific knowledge about several areas of professional interest.

### 2.SKILLS

- RA11 - That students are able to convey information, ideas, problems and solutions both to a specialized and a non-specialized public.
- RAO6 - Applying creative thinking and practical skills in the development of design projects.



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- RAO7 - Knowing how the main tasks of journalism, journalistic genres and processes are performed, applying them to several areas of specialization.
- RAO11 - Knowing and applying the theory, the skills and the tools needed to create news products in several media and platforms.

## PROGRAM

### Lectures - room 3

They are delivered during the first seven weeks of the teaching term, in January (except for Jan 28) and February.

### 1. INTRODUCTION

#### *WEEK 1 - Tuesday, January 13*

- 1.0. Introduction to the subject
- 1.1. Designing is planning: concept (design vs layout) and process.
- 1.2. Professional profiles.
- 1.3. General principles of Design.
- 1.4. Page architecture.

### 2. ELEMENTS

#### *WEEK 2 - Tuesday, January 20*

- 2.1. Formats and proportions.
- 2.2. Grids and advertisement integration.

#### *WEEK 3 - Tuesday, January 27*

- 2.3. Type. Parts and features of characters. Classification in typefaces and type races. Styles, weights and variants. Size and spacing. Setting and alignment.

#### *WEEK 4 - Tuesday, February 3*

- 2.4. Colors, points, lines, shapes and borders.
- 2.5. Graphic and typographic resources for page layout.

#### *WEEK 5 - Tuesday, February 10*

- 2.6. Photographs.
- 2.7. Illustrations.

#### *WEEK 6 - Tuesday, February 17*

- 2.8. Infographics.

### 3. STRATEGY

#### *WEEK 7 - Tuesday, February 24*

- 3.1. User-centered design. Design languages and systems. Usability testing.
- 3.2. Publication architecture: the flat plan. Front covers and front pages. Sections.
- 3.3. The visual identity of editorial projects.

### Workshops - room 1560



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Six weeks in March and April (see dates below). A task is completed and submitted every week in the workshops. Students must hand in the printed task to the instructor, and upload the exported PDF file and the editable INDD file with the dependent files (i.e. images) to the relevant Activity in AulaVirtual ADI (in the Contents section) before the end of the session (18:00 h without penalty).

## **WEEK 1 - Tuesday, March 3**

**P1.** Introduction to Adobe InDesign for newspaper and magazine layout, and to photograph settings in Adobe Photoshop: color modes, resolution and levels (class 1 of 2). As you follow the explanation, you will start a simple imitation task (5% of the grade for the workshops for attendance).

*(+) Three and a half hours of independent study to revise class contents and the guide followed in session P1; this revision is oriented towards completing forthcoming workshop tasks correctly.*

## **WEEK 2 - Tuesday, March 10**

**P2.** Introduction to Adobe InDesign for newspaper and magazine layout, and to photograph settings in Adobe Photoshop: color modes, resolution and levels (class 2 of 2). Imitation task. You are provided with the model you have to replicate, a stylesheet with all the necessary specifications, and the materials (text and images) you need for the page (5% of the workshop grade for attending and submitting the page digitally).

## **WEEK 3 - Tuesday, March 17**

**P3.** Create a front page for a magazine or supplement combining an image, photograph or illustration, with a minimum of two textual elements, e.g. headline and deck, or kicker or reverse kicker. Include a one-page written briefing on the situation, the objectives and the specification of your design (20%).

*(+) Three hours of independent work to search for and prepare materials and inspiration for the forthcoming tasks...*

*(+) ...and three more hours of independent work to go through all the subject teaching materials and our InDesign guides.*

## **WEEK 4 - Tuesday, March 24**

**P4.** Create an A3 page (or two A4 pages, forming a magazine double-page spread) based on journalistic materials (texts and images), which may be your own or by others, but which you have to choose (before the workshop session) and bring yourself (20%).

## **WEEK 5 - Tuesday, April 14**

**P5.** Create a double-page newspaper spread made up of two A3 pages (or two related double spreads for a magazine, totalling four A4 pages, that is, two consecutive pairs of opposing pages), based on journalistic materials (texts and images), which may be your own or by others, but which you have to choose (before the workshop session) and bring yourself (30%).

## **WEEK 6 - Tuesday, April 21**

**P6.** Create a simple fact-box-type infographic with a title, at least five text-based information items and a visual element, and source + credit line. Receive feedback about the previous task (two-page newspaper spread or four-page magazine feature) and have the chance to



improve it based on the instructor's comments, and hand it in again. The fact-box-type infographic may be incorporated into the spread(s) or it may be designed and handed in separately; in any case, you must provide the editable files (e.g., InDesign, Illustrator...) for the infographic, too, or, if you develop it with an online tool, you must share it with the instructor's email as an author/contributor with editing access (20%).

## EDUCATIONAL ACTIVITIES

Students' expected active involvement with a subject at the University of Navarra is 25 hours per ECTS credit. This is a 3-ECTS subject, therefore requiring 75 hours of your time.

21 h for attending **lectures** delivered in room 12 of the School of Communication with the students' participation, bringing your own examples every week (show the to the lecturer in the intermediate lecture breaks, :45 to :00).

22 h for **independent study** of course materials to succeed in the workshop tasks and the exam

18 h for in-person **workshops** (practical classes) in computer room 1550 or 1560 of the School of Communication

12 h for **preparing** textual and graphic **materials** independently for the workshops and for **revising** how to use the software and the design principles, norms and recommendations covered in the lectures

1 h for one-on-one **tutorial** meetings (this is an estimate; there is no minimum or maximum per student)

1 h for the **exam**; how your knowledge of the subject is assessed in it is explained in the lectures every week

## ASSESSMENT

You need to earn a minimum global weighted average grade of 5 over 10 to pass the subject.

- The School of Communication of the University of Navarra advocates the ethical use of documentary sources and ICT resources.
- For this reason, any and all forms of plagiarism are completely unacceptable in this subject.
- Plagiarism will be penalized across all tasks: projects, exercises and examinations.
- Plagiarism is defined as the whole or partial use of textual, graphic and/or audiovisual contents produced by a third party without crediting the original author(s).
- Likewise, any form of fraud, deception, pretense or falsification aimed at improving one's academic results by illicit means will be penalized.
- Correct spelling and grammatical accuracy are to be observed in all written tasks and examinations.
- The assessment of such activities takes these requirements into account.
- Academic projects that draw on books, articles, films, websites and/or any other documentary sources should include a complete list of works cited.
- [The style guide of the American Psychological Association \(APA\)](#) is to be followed in this regard.



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## 10% participation in lectures

You obtain it by bringing to the lectures and showing the professor examples of printed or digital publications, related to the subject of that week or the previous one. When? During the intermediate breaks (15:15-15:30 and 16:15-16:30), in lecture weeks 2 to 6 (from the second one until the last one). Taking part in all three lectures of the week, if you bring an example and share it with the professor in class, who will take note of your name and surname, will contribute 2 points out of 10 each week. Maximum: 10 points out of 10 in this part.

## 60% tasks developed in the workshop sessions

Tasks developed and completed in class, with this weighting over this mark for the practical part of the subject: 5% (P1) + 5% (P2) + 20% (P3) + 20% (P4) + 30% (P5) + 20% (P6)

- Submissions must be completed both via AulaVirtual ADI (internal area > Workshop tasks) and in print (hand them to the instructor during workshop hours).
- The deadline is 2 hours and 30 minutes after the start time of the workshop session.
- Upload to AulaVirtual ADI first (exported PDF, editable INDD and the original files, such as images and texts) and print afterwards (A3 or A4 formats, color or black and white depending on the project and your preferences).
- There is a progressive penalty for delays: one point (over ten) during the first ten minutes after 11:30, and another one for the next ten minutes (or a fraction thereof). It is allowed to hand in the print version within the first ten minutes after the 11:30 deadline without penalty, if you have already submitted all the files online via ADI before 11:30.

Read the Program in this teaching guide and the Workshop tasks area in the internal area.

Support and instruction guides for each task are available since the start of the workshop sessions.

The ADI activities for you to submit the workshop tasks only become available during the workshop sessions.

If you cannot attend the workshop session in person and therefore you cannot submit the required assignment (which must always be developed in class, under supervision of the instructor), you must justify and document the cause for your absence via e-mail to the course coordinator as soon as possible. If the cause is approved, you will have the chance to make up for the missed task by completing a different task, focused on looking for examples and analyzing them based on course contents, with a deadline of Friday 3rd May at 20:15. If there is not a reasonable cause, or if you do not make up for the missed task, it will be graded with a zero and it will impact your average grade, following the standard progressive weighting specified on this page. It is not possible to change groups.

## 30% final exam

The format and how the contents are covered and assessed in the final exam are explained in the lectures and it is explained in the teaching materials for each week. The exam is carried out in person on the date, time and room set in [the official calendar of the School of Communication for the May exam period](#).

## Re-sit assessment term (June)



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The parts that you passed approved in the standard assessment term are kept.

The 60% part corresponding to the workshop tasks and the 10% belonging to participation in lectures are made up for with six tasks consisting in analyzing recent examples (which the student must look for) applying most of the subject's contents, to be carried out autonomously. The tasks will be available in a specific section for this re-sit assessment term in the internal area of AulaVirtual ADI, at the same time that the grades for the standard assessment period are closed and signed, towards the end of May. The deadline, non-extendable, will be two hours before start time of the exam in June.

The 30% corresponding to the final exam is recovered with a new face-to-face final exam on the date, time and place set in [the official calendar of the School of Communication for the June exam period](#).

### **Third and further assessment terms (second and further years of enrollment in the subject)**

You must take the subject with the standard plan for all students, comprising the grades for your participation in lectures, face-to-face workshop tasks, and a final exam. The parts passed in previous courses are not kept between academic years; they are only carried from the standard assessment term (May) to the re-sit term (June).

## OFFICE HOURS

I am **Samuel Negredo Bruna**, course coordinator, lecturer and workshop instructor in the News Design subject. I also coordinate and lecture in this subject's counterpart in Spanish language, [Diseño Periodístico](#).

You may **contact me via email**: [negredo@unav.edu](mailto:negredo@unav.edu). I will endeavor to reply within 48 hours during working days, excluding weekends and holidays. For example, if you write to me on Friday, I will endeavor to give you a full reply by a similar hour on Tuesday.

### **Times and dates**

**Monday, Wednesday and Friday**, appointments are available **at 13:00** (1 pm) **or 13:30** (1.30 pm).

**Check available slots and book your tutorial at** <https://bit.ly/calnegredo>

You need to book more than three hours in advance.

Alternatively, you may email me with an alternative date and time to meet.

**An appointment is always required** so as to organize the meetings and so that you will not have to wait.

### **Location**

**We will meet in person**, unless you specify that you prefer a video conference via Google Meet.

You will find me in **office 1541 of the Department of Journalism** (Departamento de Periodismo). This is not in the School of Communication building, but on the first floor of the **Ismael Sánchez Bella building**, which you may access from the Central Library (Biblioteca Central), or otherwise from the Ismael Sánchez Bella building's own entrance, facing south, in the older part of the complex.



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If you use the Central Library entrance, the one that is nearest to the School of Communication and its esplanade (you can see it from there), then just come into the library, leave the librarians' circular information and support desk to your right, walk through the skybridge (the corridor with full-height windows on both sides, connecting the Central Library with Ismael Sánchez Bella building), go through the automatic glass doors and through a double door which is always open, take the stairs that you will see immediately to your left, and go down one floor; when you land on that floor, turn right, and the Department of Journalism is on the left hand side of the corridor as you enter. My office is number 1541, opposite our waiting area with chairs.

## BIBLIOGRAPHY

The contents that you need to study in order to complete the assessed workshop tasks and the exam successfully will be available in the Teaching materials area of the subject's AulaVirtual ADI site.

The following are NOT required readings, but an optional selection of references for students who wish to read more about a certain subject. All the books are available in the Library or online with open access.

### Print editorial design

GARCÍA, Mario (2002): Pure design. 79 simple solutions for magazines, books, newspapers and websites. St Petersburg, FL: Miller Media. Published open access by the author: [https://issuu.com/mariogarcia/docs/mario\\_garcia\\_pure\\_design](https://issuu.com/mariogarcia/docs/mario_garcia_pure_design)

GONZÁLEZ DÍEZ, Laura y PÉREZ CUADRADO, Pedro (2001): Principios básicos sobre Diseño periodístico. Madrid: Universitas. Published open access by the authors: [https://www.academia.edu/31273144/Principios\\_b%C3%A1sicos\\_sobre\\_dise%C3%B1o\\_period%C3%ADstico](https://www.academia.edu/31273144/Principios_b%C3%A1sicos_sobre_dise%C3%B1o_period%C3%ADstico) [https://www.researchgate.net/publication/31761347\\_Principios\\_basicos\\_sobre\\_diseno\\_periodistico](https://www.researchgate.net/publication/31761347_Principios_basicos_sobre_diseno_periodistico)

NEGREDO, Samuel (updated every year): An introduction to Adobe InDesign for News Design and Visual guides for Adobe InDesign (available in AulaVirtual ADI).

ZAPPATERRA, Yolanda (2008): Diseño editorial. Periódicos y revistas. Barcelona: Gustavo Gili.

ZORRILLA, Jesús (2002): Introducción al diseño periodístico (3ª ed.). Pamplona: EUNSA.

### Design for interactive media and user experience

FRANCHI, Francesco (2013): Designing News. Changing the World of Editorial Design and Information Graphics. Berlín: Gestalten.

NEGREDO, Samuel (2013): El usuario ayuda a mejorar el diseño (lectura disponible en ADI).

RUEL, Laura (2007): OJR's 'five guide' to do-it-yourself website usability testing. URL: <https://www.ojr.org/ojrs-five-guide-to-do-it-yourself-website-usability-testing/>

### Broadcast design

HERVÁS, Christian (2002): El diseño gráfico en televisión. Técnica, lenguaje y arte. Madrid: Cátedra.



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RÀFOLS, Rafael & COLOMER, Antoni (2003): Diseño audiovisual. Barcelona: Gustavo Gili.

### **Corporate visual identity**

COSTA, Joan (1993): Identidad corporativa. México: Trillas.

### **Infographics and data visualization**

CAIRO, Alberto (2012): The functional art: an introduction to information graphics and visualization. Berkeley, California: New Riders

CAIRO, Alberto (2024): The Art of Insight: How Great Visualization Designers Think. Hoboken, New Jersey: Wiley