

AUDIOVISUAL LANGUAGE AND TECHNIQUE: VIDEO PRODUCTION AND EDITING I

LENGUAJE Y TÉCNICA AUDIOVISUAL: PRODUCCIÓN Y EDICIÓN DE VIDEO I

COMPULSORY SPECIALTY GRAPHIC DESIGN

5 ECTS

4 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

1st term

This course focuses on developing manipulative and/or technical skills in various fields of audiovisual communication, a global phenomenon whose technological and formal dimensions require understanding. Therefore, the course will introduce the specific characteristics of audiovisual work in two parts: the first covering the technological equipment used for audiovisual production and recording, and the second addressing all the software procedures used in post-production.

COURSE CONTENT:

Audiovisual techniques: production and editing. Multimedia communication. Research and experimentation methods specific to the field. Current audiovisual trends applied to graphic design. Camera and lighting techniques for video. Sound capture and recording systems. Audiovisual production: advertising, communication, educational, and outreach. Audiovisual narrative strategies.

AUDIOVISUAL LANGUAGE AND TECHNIQUE: VIDEO PRODUCTION AND EDITING II

LENGUAJE Y TÉCNICA AUDIOVISUAL: PRODUCCIÓN Y EDICIÓN DE VIDEO II

COMPULSORY SPECIALTY GRAPHIC DESIGN

5 ECTS

4 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

2nd term

The subject "Language and audiovisual technique: video production and editing II" has the generic objectives of understanding the audiovisual techniques of audiovisual production and editing, knowing the correct use of video editing tools, assimilating the creative and technical possibilities offered by video and sound editing and post-production software and focusing specifically on the use of the technological aspects of "motion-graphics" and audiovisual projection.

COURSE CONTENT:

New audiovisual formats: platforms and networks. Audiovisual techniques: production and editing. Multimedia communication. Audiovisual post-production. Publication of audiovisual content. Audiovisual projection and live projection. Research and experimentation methods specific to the field.

COMPUTER MEDIA: GRAPHIC DESIGN

MEDIOS INFORMÁTICOS: DISEÑO GRÁFICO

COMPULSORY SPECIALTY GRAPHIC DESIGN

8 ECTS

4 hours/week

SUBJECT MATTER: Technology applied to graphic design

1st year

annual term

The subject has the generic objectives of understanding the theoretical and practical foundations of digital image, its processing and the use of the fundamental tools, as well as knowing their correct use, assimilating the creative and technical possibilities they offer, integrating the digital tool into the student's usual communication and management processes and, finally, fostering a collaborative and self-learning spirit.

COURSE CONTENT:

Digital technology: Networks and communications.

Digital imaging.

Vector drawing.

Bitmap images.

Prepress and image processing.

Research and experimentation methods specific to the subject.

DIGITAL TECHNOLOGY: ELECTRONIC EDITING AND PUBLISHING

TECNOLOGÍA DIGITAL: EDICIÓN Y PUBLICACIÓN ELECTRÓNICA

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

6 hours/week

SUBJECT MATTER: Technology applied to graphic design

2nd year

1st term

Its general objectives are to understand the theoretical and practical foundations of electronic editing and publishing, the use of fundamental tools, as well as knowing their correct use, assimilating the creative and technical possibilities they offer, integrating the digital tool into the student's usual communication and management processes and, finally, fostering a collaborative and self-learning spirit.

COURSE CONTENT:

Fundamentals of the Internet. Electronic editing and publishing. Usability and accessibility. Interface design. Desktop publishing and editing software. Website development. Research and experimentation methods specific to the subject.

DIGITAL TECHNOLOGY: MOTION GRAPHICS AND ANIMATION

TECNOLOGÍA DIGITAL: GRÁFICA DEL MOVIMIENTO Y LA ANIMACIÓN

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

6 hours/week

SUBJECT MATTER: Technology applied to graphic design

2nd year

2nd term

The aim of this course is for students to understand the theoretical and practical foundations of digital moving images, their editing, and the most common digital animation techniques. Through this course, students will assimilate the creative and technical possibilities offered by these tools, integrate them into their regular communication and management processes, and ultimately, foster a collaborative and self-directed learning approach.

COURSE CONTENT:

Multimedia communication. Audiovisual techniques: production and editing. Animation techniques. Animation and motion graphics software. Research and experimentation methods specific to the subject.

GRAPHIC DESIGN PROJECTS I

PROYECTOS DE DISEÑO GRÁFICO I

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

6 hours/week

SUBJECT MATTER: Graphic design projects

2nd year

1st term

In this course, students acquire the specific knowledge and methodologies for developing graphic design projects in the field of brand identity and advertising, as well as the theoretical foundations and languages that influence their development. Based on these foundations, students should be able to develop basic graphic identity and print advertising projects. Knowledge of the following software is required: Illustrator, Photoshop, and InDesign.

COURSE CONTENT:

Project definition and execution. Methodology and research. Strategy and decision-making criteria, innovation, and quality. Teamwork. Corporate identity. The graphic design manual. Advertising design. Graphics and the graphic treatment of information.

GRAPHIC DESIGN PROJECTS II

PROYECTOS DE DISEÑO GRÁFICO II

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

6 hours/week

SUBJECT MATTER: Graphic design projects

2nd year

2nd term

In this course, students acquire the specific knowledge and methodologies for developing design projects in the field of editorial graphic design, as well as the theoretical foundations and languages that influence their development. Based on these foundations, students should be able to manage systems and working methods for developing editorial projects. Proficiency in specific graphic design software (Illustrator and InDesign) is required.

COURSE CONTENT:

Project definition and execution. Methodology and research. Strategy and decision-making criteria, innovation, and quality. Techniques for visualizing ideas. Graphics and the graphic treatment of information. Editorial design. Publishing products. Books, periodicals, and publications for publishers. Production of printed publishing projects. Digital technology for project presentation and communication.

GRAPHIC DESIGN PROJECTS: AUDIOVISUAL

PROYECTOS DE DISEÑO GRÁFICO: AUDIOVISUAL

COMPULSORY SPECIALTY GRAPHIC DESIGN

8 ECTS

6 hours/week

SUBJECT MATTER: Graphic design projects

3rd year

2nd term

Students acquire the specific knowledge and methodologies for developing complex projects in the fields of audiovisual graphic design, audiovisual and advertising storytelling, and interactive design, as well as the theoretical foundations and languages that influence their development. Based on these foundations, students should be able to manage systems and working methods for developing audiovisual projects.

COURSE CONTENT:

Project definition and execution. Methodology and research. Strategy and decision-making criteria, innovation, and quality. Teamwork. Audiovisual graphic design. Pre-production, production, and post-production of moving image projects. Interactive design. Interaction systems. Content management. Graphic representation of information. Usability and accessibility. Research methods in design. The design process as research. Multimedia systems. Navigation maps. Audiovisual and advertising narrative. Graphic representation of information: Infographics for screen. Graphics for TV: Continuity elements and brand applications. Film credits.

GRAPHIC DESIGN PROJECTS: ENVIRONMENT AND PRODUCT

PROYECTOS DE DISEÑO GRÁFICO: ENTORNO Y PRODUCTO

COMPULSORY SPECIALTY GRAPHIC DESIGN

8 ECTS

6 hours/week

SUBJECT MATTER: Graphic design projects

3rd year

1st term

The student acquires the specific skills and methodologies to tackle projects in the field of graphic design applied to space and product. This course, due to its specific requirements, allows students to acquire skills related to the fields of interior and product design.

COURSE CONTENT:

Project definition and execution. Strategy and decision-making criteria, innovation, and quality. Corporate and product identity. Packaging. Graphics and communications applied to space. Signage. Communicative and functional aspects of packaging design. Types of packaging. Modern signage systems. Sign categories. Methodology, regulations, organization, and conceptualization of the signage program. Linguistic, color, and iconic codes. Point-of-sale graphics. Exhibition graphics.

HISTORY OF GRAPHIC DESIGN I

HISTORIA DEL DISEÑO GRÁFICO I

COMPULSORY SPECIALTY GRAPHIC DESIGN

3 ECTS

2 hours/week

SUBJECT MATTER: History of graphic design

2nd year

1st term

The subject of History of Graphic Design I comprises a chronological journey of graphic design and its main designers from its historical beginnings to the 18th century, through the analysis, interpretation and systematization of their designs or graphic productions, whose connection and contextualization will constitute a preferred objective.

COURSE CONTENT:

Knowledge, analysis, and historical significance of graphic design. Designers and trends. Research methods specific to the field. Understanding the language and evolution of graphic design from its historical beginnings to the 18th century. The association of graphic design with its time: social and historical context, scientific development, and aesthetic trends. Acquisition of the resources for the comprehensive analysis of the various manifestations of graphic design works. In-depth study of the use of documentary sources and the application of different methodological approaches.

HISTORY OF GRAPHIC DESIGN II

HISTORIA DEL DISEÑO GRÁFICO II

COMPULSORY SPECIALTY GRAPHIC DESIGN

3 ECTS

2 hours/week

SUBJECT MATTER: History of graphic design

2nd year

2nd term

The subject of History of Graphic Design II comprises a chronological journey of graphic design and its main designers from the 19th century to the mid-20th century, through the analysis, interpretation and systematization of their designs or graphic productions, whose connection and contextualization will constitute a preferred objective.

COURSE CONTENT:

Knowledge, analysis, and historical significance of graphic design. Designers and trends. Research methods specific to the field. Understanding the language and evolution of graphic design from the late 18th to the mid-20th century, based on historical precedents. The association of graphic design with its time: social and historical context, scientific development, and aesthetic trends. Acquisition of the resources for the comprehensive analysis of the various manifestations of graphic design works. In-depth study of the use of documentary sources and the application of different methodological approaches.

HISTORY OF GRAPHIC DESIGN III

HISTORIA DEL DISEÑO GRÁFICO III

COMPULSORY SPECIALTY GRAPHIC DESIGN

3 ECTS

2 hours/week

SUBJECT MATTER: History of graphic design

3rd year

1st term

The subject of History of Graphic Design III comprises a chronological journey of graphic design from World War II to the present, through the analysis, interpretation and systematization of its designs or graphic productions, whose connection and contextualization will constitute a preferred objective.

COURSE CONTENT:

Knowledge, analysis, and historical significance of graphic design. Designers and trends. Research methods specific to the field. Understanding the language and evolution of graphic design from World War II to the present. The association of graphic design with its time: social and historical context, scientific development, and aesthetic trends. Acquisition of the resources for the comprehensive analysis of the various manifestations of graphic design works. In-depth study of the use of documentary sources and the application of different methodological approaches.

ILLUSTRATION

ILUSTRACIÓN

COMPULSORY SPECIALTY GRAPHIC DESIGN

4 ECTS

4 hours/week

SUBJECT MATTER: Illustration

3rd year

1st term

Illustration introduces students to the selective use of technical and conceptual resources to develop and narrate ideas graphically. By studying examples of relevant works and authors in this discipline, this course encourages reflection on the spaces that illustration occupies and the genres into which it is classified, addressing and learning to construct the appropriate tone for each type. The aim is for students not only to execute, but also to conceptualize, achieving a unique and adaptable graphic voice.

COURSE CONTENT:

Illustration as a language of communication. Significant authors in the history of illustration. Narrative codes. Introduction to the genres used in illustration. Technical illustration. Press illustration. Research, experimentation, and critical methods specific to the field.

ILLUSTRATION PROJECTS

PROYECTOS DE ILUSTRACIÓN

COMPULSORY SPECIALTY GRAPHIC DESIGN

4 ECTS

4 hours/week

SUBJECT MATTER: Illustration

3rd year

2nd term

Illustration Projects is a theoretical and practical course that delves into the concept, styles, genres, history, evolution, utility, and graphic possibilities of this discipline. Using a project-based methodology, this course presents students with assignments that require independent decision-making, selecting graphic and conceptual languages in a personal and critical manner. Illustration Projects aims not only to equip students with practical tools for developing graphic languages but also to provide a comprehensive overview of the world of illustration up to the present day. To this end, the course, in addition to practical content, aims to foster knowledge of the history of illustration and its various stages, explore different genres, and examine the significant artists whose work has shaped the discipline.

COURSE CONTENT:

Current trends in illustration. Illustrated typography. Illustration in advertising. Editorial illustration. Research, experimentation, and critical methods specific to the field.

INTRODUCTION TO GRAPHIC DESIGN

INICIACIÓN AL PROYECTO GRÁFICO

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

6 hours/week

SUBJECT MATTER: Graphic design projects

1st year

2nd term

In the Introduction to Graphic Design course, students develop the methodological foundations established in the Theory and Methodology of Graphic Design course, applying them to the development of projects in the field of graphic design. Through the development of basic projects, students demonstrate their ability to manage systems and apply working methods for the development of projects in the field of graphic design.

COURSE CONTENT:

Project definition and execution. Techniques for visualizing ideas. Compositional grids. Scale of iconicity and image classification. Connotation and denotation. Rhetorical figures. The poster as an advertising medium. Graphic language and formal coherence. Sign systems in visual communication. Fundamentals of corporate and product identification. Basic elements of corporate identity.

MARKETING: GRAPHIC DESIGN I

MARKETING: DISEÑO GRÁFICO I

COMPULSORY SPECIALTY GRAPHIC DESIGN

2 ECTS

2 hours/week

SUBJECT MATTER: Graphic design management

2nd year

1st term

The main objective of this course is to help students understand their role as service providers and develop a strong business mindset to compete successfully in today's market. Through an analysis of the environment, students will learn to make strategic decisions that allow them to effectively promote their portfolio, focusing on building trust and a competitive advantage.

COURSE CONTENT:

Communication and marketing in graphic design. Marketing fundamentals and concepts. Macromarketing: marketing and society. Marketing services for graphic designers. Differentiating characteristics and marketing strategies for services. The graphic design market: segmentation. Market research. Positioning. Quality as a differentiating factor for services. Regulations related to the subject. Advertising legislation.

MARKETING: GRAPHIC DESIGN II

MARKETING: DISEÑO GRÁFICO II

COMPULSORY SPECIALTY GRAPHIC DESIGN

2 ECTS

2 hours/week

SUBJECT MATTER: Graphic design management

2nd year

2nd term

This course equips students with the strategic skills necessary to lead communication and advertising processes in today's environment, integrating everything from the fundamentals of traditional marketing to new digital trends and social media. Through the study of the digital marketing mix, the design of strategic plans, and the use of sales funnels, the future designer will develop a solid commercial profile that will allow them not only to manage their own professional promotion but also to implement effective advertising campaigns using the AIDA model and within the framework of current legal regulations.

COURSE CONTENT:

Graphic design communication and marketing. Commercial communication: tools. New trends in commercial communication. Advertising communication. Regulations related to the subject.

MATERIALS AND PROCESSES: ENVIRONMENT

MATERIALES Y PROCESOS: ENTORNO

COMPULSORY SPECIALTY GRAPHIC DESIGN

1 ECTS

1 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

2nd term

In this course, students undertake the creation and execution of graphic projects for various environmental applications: billboards, bus shelter displays, facade signage, interior decoration, wayfinding, displays using unconventional materials, and three-dimensional displays. They will study different materials and the processes required for their transformation and manufacturing.

COURSE CONTENT:

Reproduction and printing. Industrial printing systems. Printing media. Graphic design project production: environment and product. Media, printing techniques, finishes, and production for environment and product.

MATERIALS AND PROCESSES: PACKAGING

MATERIALES Y PROCESOS: ENVASES

COMPULSORY SPECIALTY GRAPHIC DESIGN

1 ECTS

1 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

1st term

In this subject, students learn about the different materials and processes that graphic designers work with in the packaging sector.

COURSE CONTENT:

Reproduction and printing. Industrial printing systems. Printing media. Production of graphic projects: packaging and products. Media, printing techniques, finishing, and production for packaging and products.

PHOTOGRAPHIC LANGUAGE AND TECHNIQUE II

LENGUAJE Y TÉCNICA FOTOGRÁFICA II

COMPULSORY SPECIALTY GRAPHIC DESIGN

4 ECTS

4 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

2nd term

This subject delves into lighting techniques applied in the advertising environment, as well as image retouching techniques in order to make them suggestive, persuasive and attractive.

COURSE CONTENT:

Prepress. Research and experimentation methods specific to the field. Lighting techniques. Image manipulation: photomontage. Historical references in advertising photography. Current trends in photography applied to graphic design.

PHOTOGRAPHIC LANGUAGE AND TECHNIQUE I

LENGUAJE Y TÉCNICA FOTOGRÁFICA I

COMPULSORY SPECIALTY GRAPHIC DESIGN

4 ECTS

4 hours/week

SUBJECT MATTER: Technology applied to graphic design

3rd year

1st term

This subject builds upon the technical and theoretical knowledge already acquired during the 2nd year, to delve deeper and develop more specific photographic applications, contextualized in the environment of graphic design: publishing, advertising, web, etc.

COURSE CONTENT:

Photography: techniques and processes. Digital imaging. Image processing. Advertising photography. Photography applied to graphic design: editorial, advertising, communication, product, and spatial design.

PRODUCTION AND PRINTING TECHNIQUES I

TÉCNICAS DE PRODUCCIÓN E IMPRESIÓN I

COMPULSORY SPECIALTY GRAPHIC DESIGN

2 ECTS

2 hours/week

SUBJECT MATTER: Technology applied to graphic design

2nd year

1st term

In this course, students acquire the fundamental theoretical knowledge and principles of graphic design production and printing processes. Building on these foundations, students should be able to distinguish the different systems and processes involved in graphic production, enabling them to begin mastering the technological resources specific to graphic production.

COURSE CONTENT:

Reproduction and printing. Engraving techniques. Industrial printing systems. Prepress and image processing. Digital imaging. Output files for printing. The PostScript language.

PRODUCTION AND PRINTING TECHNIQUES II

TÉCNICAS DE PRODUCCIÓN E IMPRESIÓN II

COMPULSORY SPECIALTY GRAPHIC DESIGN

2 ECTS

2 hours/week

SUBJECT MATTER: Technology applied to graphic design

2nd year

2nd term

Students acquire the necessary technical knowledge for image and color processing. In this course, students develop the skills to create and obtain graphic documents in the field of prepress for industrial production.

COURSE CONTENT:

Prepress and image processing.

Color in printing: Color modes, color models, color management.

Digital imaging: Image formats, compression formats, image scanning, image editing and adjustment.

Print output files.

Post-press techniques.

TYPOGRAPHY

TIPOGRAFÍA

COMPULSORY SPECIALTY GRAPHIC DESIGN

6 ECTS

4 hours/week

SUBJECT MATTER: Typography

1st year

annual term

A graphic designer is a creator whose work focuses on using graphic language to generate messages and communicate diverse content through various media and communication channels. Most of these messages are created using images and text. To understand and utilize the semantic potential of graphic language, a graphic designer must master representational languages and typographic resources. Upon graduation, Graphic Design students should be able to create typographic solutions appropriate to the objectives of communication projects and establish organizational structures for information. Typography is the only subject within the Typography curriculum and is taught in the first year. This subject lays the foundation for knowledge and practice of calligraphy, the evolution of typography to the present day, and the use of the tools necessary for text composition. The knowledge gained in this subject is essential for the development of Graphic Design Projects.

COURSE CONTENT:

Writing and communication. Typographic technology. History and evolution. Calligraphy. Orthotypography and legibility. Typographic architecture and styles. Typography and information structure. Research and experimentation methods specific to the field. The evolution of typography. Typographic classification. 20th-century typography.