

3D TECHNIQUES FOR PHOTOREALISTIC REPRESENTATION

TÉCNICAS 3D DE REPRESENTACIÓN FOTORREALISTA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The subject 3D Techniques of Photorealistic Representation aims to understand the fundamentals of three-dimensional representation tools, with special attention to the design and obtaining of photorealistic scenes, as well as to know the correct use of these tools, assimilate the creative and technical possibilities they offer, integrate the digital tool into the student's usual communication and management processes and promote the collaborative and self-learning spirit.

COURSE CONTENT:

Graphic representation using digital technology. Basic 3D design techniques, materials and textures. Use of libraries. Lighting and rendering.

ADVERTISING PHOTOGRAPHY

FOTOGRAFÍA PUBLICITARIA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The aim of this elective is to learn how to translate an advertising creative's idea into a photograph, analyzing all the elements involved from campaign creation to delivery.

COURSE CONTENT:

Analysis of advertising photography, from its beginnings to the present day, and its importance in contemporary design. Advertising applications in the field of graphic design. Exploring the role of photography within advertising campaigns. The creative process of an advertising and promotional photography project.

ART, BODY AND FASHION

ARTE, CUERPO Y MODA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Art, Body, and Fashion course aims to equip students with the artistic and technical knowledge necessary to develop personal projects whose discourse is based on experimental creation related to art, the body, and fashion design.

The three concepts at the heart of this course are analyzed from the perspective of an experimental fashion designer interested in approaches to artistic creation and inspiration that extend beyond the typical products of commercial fashion. It will be a theoretical-practical elective, with workshop sessions and information sessions on artistic expressions and practices that provide insights into creative trends and content applicable to final Fashion Design projects.

COURSE CONTENT:

Contemporary art and the body. Main manifestations and artists. Art and Fashion Design. Main representatives. Phases and realization of a personal design project around Art, Body and Fashion: Research, inspiration, justification, preliminary and final 2D and 3D sketches, materialization of the project: realization process: techniques and prototyping.

BAG WORKSHOP

TALLER DE BOLSOS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Handbag Workshop course aims to equip students with the theoretical and technical knowledge necessary to develop design projects for one of the most important accessories in fashion design.

This is a primarily hands-on elective course, where students will create different prototypes based on their own projects during workshop sessions, learning techniques and using materials appropriate to the proposals presented in class.

COURSE CONTENT:

History of the handbag. Main types. Pattern making, techniques, components, and materials for creating prototypes. Phases and execution of a handbag design project: Research, inspiration, preliminary and final 2D and 3D sketches, project implementation: prototype creation process, technical specifications.

BLENDER: 3D MODELING AND ANIMATION

BLENDER: MODELADO Y ANIMACIÓN 3D

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Blender: 3D Modeling and Animation course is designed with a practical and accessible approach. Throughout this course, students will learn to use Blender, a free and open-source software, to create 3D models, texture objects, configure lighting and cameras, and animate simple objects. The content focuses on basic modeling and animation tools, providing a fundamental understanding of the creative processes in 3D design and offering a solid foundation in using Blender as a key tool in digital design.

COURSE CONTENT:

Introduction to free software: Blender. Modeling. Texturing. Lights and cameras. Animation of objects and characters. Rendering.

CINEMA AND DESIGN

CINE Y DISEÑO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The aim is to delve deeper into those cinematic aspects that have to do with set design or art direction, costume design, and graphic design.

COURSE CONTENT:

Art direction as the integration of design in film. Film and architecture. Genres and set designers in film history. Set design in film: the naturalist movement versus the theatrical-scenographic approach. Film and fashion. Genres and costume designers in film history. Costume design: characterization and historical context. Film and graphic design. Title sequences in film. Significant title sequence designers.

COLLAGE: AN EXPRESSIVE GRAPHIC REPRESENTATION OF IDEAS

EL COLLAGE: GRÁFICA EXPRESIVA DE LAS IDEAS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Collage course offers a space for graphic and conceptual experimentation aimed at developing creative proposals in the world of design. Through an exploration of the history of photomontage, collage, and assemblage, key artists are analyzed, and contemporary practices linked to the course content are proposed to foster research, critical reflection, and the development of a personal artistic language.

COURSE CONTENT:

Collage as a tool for representation. From the origins of collage to contemporary languages. Dadaism and pioneers. Three-dimensional collage: Assemblage. Collage in the art world. Current trends. Collage in illustration. Graphic interpretation of design projects through experimentation with different collage techniques.

DESIGN AND NEW TECHNOLOGIES

DISEÑO Y NUEVAS TECNOLOGÍAS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Materials science studies the physical and chemical properties of matter, from its smallest components, atoms and molecules, to materials in their many forms used in object design.

Today, research is focused on new materials that meet market expectations, address shortcomings, and improve quality of life. These materials aim to have increasingly specific functions, be sustainable and biodegradable, minimize environmental impact, and possess increasingly specialized technological properties.

The purpose of this course is to introduce students to nanomaterials, which are currently available on the market. It will also introduce students to the research and analysis of materials with special properties and complex characteristics, requiring specific technical specifications for highly targeted functionality, and their application in the field of design.

COURSE CONTENT:

Eco-efficiency and sustainability. Research and experimentation methods specific to the subject. Research on new technologies that have recently emerged or are in the process of emerging. Research on possible applications of these new technologies. In the field of design.

DESIGN OF TECHNICAL LIGHTING FIXTURES

DISEÑO DE LUMINARIAS TÉCNICAS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The theoretical and practical course in Technical Lighting Design aims to equip students with the necessary knowledge for developing projects in this field. This area of design is linked to a specific work and production method that students must learn and apply to their own projects. The content of this elective is primarily geared towards students specializing in Product Design and Interior Design.

COURSE CONTENT:

Project execution in various fields of specialization. Digital technology for project presentation and communication, and product development. Basic principles of lighting technology. Light sources. Types of lighting fixtures. Technologies applied to lighting. Lighting design for domestic, commercial, and industrial applications. Outdoor lighting design. Manufacturing processes.

DIGITAL TYPOGRAPHY

TIPOGRAFÍA DIGITAL

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The elective course in Digital Typography has a theoretical and practical focus. This course presents the procedures and techniques used in the practice of digital typographic design. It covers the methods used for creating prototypes and addresses the generation and distribution processes of typefaces.

COURSE CONTENT:

The typeface. Formats. Conventions. Metrics: Measurement systems. Character creation techniques in editing palettes. Creating digital prototypes: Structure, guidelines, and drawing points. The glyph box: Uppercase and lowercase letters. Numbers. Punctuation marks. Accented characters. Importing characters. The glyph. Metrics. Guidelines. Setting typographic white space and interior spacing guides. Optimizing strokes: Modifying stroke width and thickness. Kerning types. Letter pairs. Font configuration and export. Font generation and distribution.

DRAWING FOR THE DESIGN

DIBUJO PARA EL DISEÑO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course encourages the exploration of conventional and experimental languages, media, and supports in service of expressive intent, addressing aspects such as form, space, and point of view, along with the use of light, color, and materials. Effects such as shadows, transparencies, and movement will also be explored, as well as the relationship of the object to its environment and to the human figure.

From a process-oriented approach, students will acquire technical and conceptual resources to understand, analyze, and communicate form within the field of contemporary design.

COURSE CONTENT:

Orthographic representation of objects. Lighting factor. Chromatic relationships. Spatial development of the object. Perspectives. The point of view. The setting, the background, and the object's surroundings. Effects and lines. Lighting effects. Projected shadows. Transparencies. Contrasts. Reflection effects. Motion effects. The representation of materials: plastics, wood, metals, textiles, other materials. The human factor in the product: the human figure. Anthropometry. Basic diagrams. The figure in profile. The silhouette. The hand.

E-MARKETING

E-MARKETING

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

In today's context, this course provides the essential foundations of online marketing and communication necessary for designers to project a strong, professional brand. Through the development of a strategic digital portfolio and its management on social media, students will learn to use new digital tools to increase the visibility of their work. The goal is for students to master positioning strategies that allow them to connect with their audience and stand out competitively in the global market.

COURSE CONTENT:

Current context and foundations of online marketing. Online communication. Digital portfolio and professional branding on social media. New tools and strategies in digital marketing.

EDITORIAL ILLUSTRATION PROJECTS

PROYECTOS DE ILUSTRACIÓN EDITORIAL

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This elective course analyzes the history of illustration in the publishing field, the spaces it occupies, and examples from different eras, with a special emphasis on the current state of illustration. It proposes an introduction to illustration projects with the aim of fostering curiosity and a critical approach to this discipline, as well as demonstrating the potential of illustration as a solution to graphic storytelling challenges in various contexts.

COURSE CONTENT:

Editorial illustration as a conceptual communication tool. Narrative codes. Media. Study of graphic pieces. Significant publishers in the world of illustrated publishing in Spain. Experimental techniques and languages. Analysis of contemporary authors and significant publishing projects. Relationship between illustrated text and image.

ENGRAVING AND PRINTING TECHNIQUES

TÉCNICAS DE GRABADO Y ESTAMPACIÓN

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Printmaking Techniques course introduces students to traditional and contemporary printing processes, exploring the transformation of line, texture, and form on graphic supports using non-toxic methods.

Through a practical approach, students will develop a variety of techniques, combining classic methods with experimental approaches characteristic of contemporary design.

COURSE CONTENT:

Paper, inks, supports, and materials for engraving and printing. Non-toxic materials and procedures in printmaking techniques. Printing techniques and systems. Presses, tools, and materials. Introduction to different engraving techniques. Additive techniques (various materials and recycling).

EXPERIMENTAL MATERIALS WORKSHOP

TALLER EXPERIMENTAL DE MATERIALES

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course proposes an investigation into the behavior of materials, exploring their plastic and expressive possibilities on the one hand, and the physical responses that arise from their manipulation on the other. Through this course, we aim to provide students with the opportunity to carry out a three-dimensional project in direct contact with the materials.

COURSE CONTENT:

Investigation of volume and spatial conception. Experimental methods specific to the subject. Knowledge of the expressiveness of materials and their physical properties. Decontextualization of materials. Creation and presentation of work.

FASHION PHOTOGRAPHY

FOTOGRAFÍA DE MODA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The aim is to delve deeper and provide a more comprehensive view of fashion photography, starting from a theoretical approach and progressing to the creation of fashion editorials in all their variations.

COURSE CONTENT:

History of fashion photography. Key figures. Artificial lighting applied to fashion and beauty photography, both in the studio and outdoors. The process of creating a fashion and beauty editorial. Professions related to fashion production: stylists, makeup artists, hairdressers, etc. Digital editing applied to fashion and beauty photography.

FOOD DESIGN

FOOD DESIGN

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Food Design is a course that aims to introduce students to the language of food products. The choice of specific shapes, colors, textures, and their various symbolic associations helps in designing this type of product, whose form must respond to functional and cultural criteria.

COURSE CONTENT:

Project development across various fields of specialization. Expertise in food product design. Color, shape, flavor, aroma, and texture. Concept and experience in food products. Packaging. Resolution of Food Design projects.

FURNITURE DESIGN

DISEÑO DE MOBILIARIO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course covers topics related to the various aspects of furniture design, while students also undertake practical work and industry projects. The analysis of lifestyles and needs, as well as production feasibility, characterizes the design process.

COURSE CONTENT:

Main areas of furniture: domestic, office, and outdoor. Modular, multifunctional, foldable, and flat-pack furniture. Furniture projects. Digital technology for presentation, project communication, and product development. Manufacturing process.

HISTORY OF CINEMA

HISTORIA DEL CINE

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The subject of Film History comprises a chronological journey from the origins of cinema to the present day, including the different cinematic currents, main aesthetic movements and their influences.

COURSE CONTENT:

History and theory of the arts. History of cinema linked to the history of design in its various specializations. Film schools and styles. Research and experimentation methods specific to the subject.

INTERACTIVE SPACES

ESPACIOS INTERACTIVOS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course is designed to complement the knowledge acquired in the Project courses of other years, with the primary objective of further developing students' rational and useful working methods for their future professional activity, while expressing their personal vision of design. The aim is to explore the creation of interactive spatial artifacts, whether ephemeral or permanent, considering the inclusion of new technological advances and contemporary cyberart. The goal is to design dynamic spaces that encourage interactive responses from the user. It is recommended that students have completed and passed all the second-year Project courses.

COURSE CONTENT:

The theoretical content of the 'Interactive Spaces' course is based on research into new technological mechanisms, as well as an analysis of references related to interactive art—spanning from the 1970s to the present—and architectural projects and light art installations. The aim is to provide students with a technical and cultural foundation that will enable them to create interactive spatial artifacts. Topics covered include: Analysis of existing interactive spaces; Research into new technologies in the domestic and public spheres; and Interactive Art and Cyberart.

INTERIOR PHOTOGRAPHY

FOTOGRAFÍA DE INTERIORES

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Students acquire both the technical knowledge and the theoretical foundations to obtain good photographic results, in order to apply them to interior design.

COURSE CONTENT:

Knowledge and analysis of different presentation techniques. History of architectural photography. Key figures. Artificial and natural lighting techniques applied to spaces. Promoting interior design through photography. Digital editing applied to interior photography.

INTRODUCTION TO 3D ANIMATION

INTRODUCCIÓN A LA ANIMACIÓN 3D

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The aim of the Introduction to 3D Animation course is to provide a fundamental understanding of the principles and techniques of three-dimensional animation. This course focuses on developing practical and theoretical skills that are essential for creating animated content in digital environments.

COURSE CONTENT:

Animation techniques. 3D animation: keyframes, spatial transformations, and variations in lighting conditions. Definition of basic 2D and 3D objects in real-world coordinates. Control parameters for predefined shapes.

JEWELRY AND COSTUME JEWELRY DESIGN

DISEÑO DE JOYERÍA Y BISUTERÍA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

In this course, students will acquire the basic knowledge for designing jewelry and costume jewelry pieces in a contemporary context. Practical exercises will be carried out in which students will apply the theoretical content.

COURSE CONTENT:

Design and trends in contemporary jewelry and costume jewelry. Evolution in the use of synthetic materials, metals, and precious stones. Basic jewelry and related techniques. Prototyping. Finishing. Development of experimental design projects.

LANDSCAPING

PAISAJISMO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course will provide students with the fundamental knowledge necessary to design landscape architecture in urban and/or natural spaces, addressing the construction challenges inherent in these types of projects.

They will be required to develop proposals for real-world landscape design projects, paying particular attention to the concept, the overall idea, the level of communication, research methods, and basic construction techniques.

COURSE CONTENT:

Development of integrated interdisciplinary projects. Evaluation and critique of the results obtained and the working method used. Definition and execution of landscape projects, applying the methodology of project resolution, evaluation and verification.

LAYOUT TECHNIQUES

TÉCNICAS DE MAQUETACIÓN

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Students gain a broad understanding of the diverse capabilities of design, starting with the fundamental principles of grid composition. This provides them with the specific knowledge and methodologies necessary for developing graphic projects applied to editorial, digital, and environmental design. Consequently, students must be able to bring order, coherence, and balance to their designs, ensuring legibility, functionality, and a unified aesthetic.

COURSE CONTENT:

Architecture and typographic styles. Fundamental principles of page anatomy. Types of grids. Elements of a grid. Uses of the grid. Visible grids. Environmental grids. The grid on the Internet.

LETTERING

LETTERING

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course presents the procedures and techniques used in the practice of lettering. It provides the methods used for creating hand-drawn messages and covers drawing and combining symbols in order to apply the different techniques described in the course content.

COURSE CONTENT:

Principles of lettering. Basic strokes with guidelines and the use of grids. Letter drawing. Structure, proportion, interior spacing, and internal space. Tools and applications of hand lettering. Lettering preparation techniques: Working with basic components. Creating transfer surfaces and making templates. Lettering techniques with different types of tools and surfaces.

LETTERING AND CALLIGRAPHY WORKSHOP

TALLER DE ROTULACIÓN Y CALIGRAFÍA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The optional Calligraphy and Lettering Workshop has a theoretical and practical focus. Throughout the history of modern graphic design, handwriting has been the most widely used tool, as, although it may not be the fastest or most precise, it carries the greatest emotional weight. Handwriting offers designers numerous possibilities through various media, tools, and graphic production techniques, depending on the design objectives.

COURSE CONTENT:

Lettering styles in calligraphic creation and hand lettering: Historical evolution. Working methods and experimentation specific to the field. Lettering and calligraphy techniques. Experimentation with supports, materials, and techniques.

LETTERPRESS PRINTING

IMPRENTA LETTERPRESS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Letterpress printing, or printing with movable type, is a discipline that began to develop in the mid-15th century as a faster, cheaper, and more efficient substitute for the codex. It spread rapidly from Germany throughout Europe as a means of transmitting knowledge, culture, and ideas. Letterpress printing has endured to this day and is currently being championed by many graphic designers as an alternative form of expression to digital creation. Its revival also demonstrates a clear interest in preserving the historical and cultural heritage of design.

COURSE CONTENT:

Movable type in metal and wood. The type case. Imposition and matching. Typesetting tools. Typesetting: Criteria for obtaining printing and non-printing forms. The block and the frame: White space. Text/image layout: Engravings and ornamentation. The printing press as a means of reproduction/experimentation. Types of presses: Minerva, proofing press. The print run. Paper and inks.

MODELS AS WORK TOOLS

MAQUETAS COMO HERRAMIENTAS DE TRABAJO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Working with physical models in the early stages of project development, during the material definition phase, or in the final communication phase with the client/user is not only necessary but fundamental. This course aims to equip students with tools that will allow them to streamline and optimize resources for creating conceptual and working models.

COURSE CONTENT:

Working with physical models in the early stages of the project. Development and use of tools for creating models, both general (1:50 scale) and detailed (1:5 scale). Use of manual techniques occasionally supported by digital systems.

PAPER DESIGN: FOLD, CUT AND PUNCH

DISEÑO CON PAPEL: PLEGAR, CORTAR Y PERFORAR

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course focuses primarily on communication and form, not only visual but also tactile. It explores the dialogue between image, form, and material. Paper is generally used merely as a medium for storing and transmitting information. However, it is much more than that, not only because of its tactile characteristics but also because of its three-dimensional possibilities in any type of design. The use of cuts and folds connects paper design to movement and rhythm, to space and time.

COURSE CONTENT:

Investigation of volume and spatial conception. Knowledge of materials and tools. Folding and unfolding. Research and experimentation. Cutting, perforating, and die-cutting by hand. Applications in design. Creative communication using the material and technical possibilities of paper.

PHOTOGRAPHIC LABORATORY

LABORATORIO FOTOGRÁFICO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Photography Laboratory course is fundamental for understanding the technical and expressive principles of photography from its original processes. Practical work in the laboratory fosters a reflective relationship with the image, developing skills in observation, light control, and technical precision. Furthermore, it strengthens creativity, critical thinking, and an appreciation of photography as an artistic and cultural medium, complementing training in contexts dominated by digital images.

It is geared towards the practical learning of traditional black and white chemical photography processes and their more experimental facets.

Through laboratory work, students explore the use of analog cameras, exposure and development of black and white film, as well as the creation of photographic prints in a darkroom.

COURSE CONTENT:

Analog photography as an artistic, documentary, and experimental medium. Technical and chemical fundamentals of black and white photography. Traditional chemical photography processes. Operation of analog cameras. Film exposure and development. Making photographic prints in a darkroom. Scanning negatives.

PHOTOGRAPHIC TECHNIQUES AND DESIGN

TÉCNICAS FOTOGRÁFICAS Y DISEÑO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Students acquire both the technical knowledge and the theoretical foundations to obtain good photographic results, related to design in the full breadth of its meaning and photographic experimentation.

COURSE CONTENT:

Knowledge and analysis of traditional analog photographic techniques (cyanotype, gum bichromate, toning, etc.). Digitization of traditional photographic processes and their application in contemporary design. Coexistence of traditional techniques and new technological media. Photographic reuse and intervention.

PREPARATION OF TECHNICAL DRAWINGS IN CAD

ELABORACIÓN DE PLANOS TÉCNICOS EN CAD

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Technical CAD Drawing is an elective course for the Product Design specialization.

The objective of this elective is to create the technical drawings (or workshop drawings) necessary to define a product for its manufacturing and processing, using appropriate CAD tools and the basic geometry knowledge acquired in the first year.

COURSE CONTENT:

Preparation of technical drawings of an object in CAD: assembly and detail drawings. Specific technical drawing standards for the representation of joints. Specific technical drawing symbols for representation. Presentation of drawings. CAD printing. Preparation of technical drawings in CAD for manufacturing.

PRODUCT PHOTOGRAPHY

FOTOGRAFÍA DE PRODUCTO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Students acquire both the technical knowledge and the theoretical foundations to obtain good photographic results, in order to apply them to product design.

COURSE CONTENT:

History of still life photography. Key figures. Artificial and natural lighting techniques applied to still life photography. Promoting product design through photography. Digital editing applied to product photography.

PROJECT COMMUNICATION TECHNIQUES: PRESENTATIONS

TÉCNICAS DE COMUNICACIÓN DE PROYECTO: PRESENTACIONES

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The subject Communication Techniques of the Project has as generic objectives to understand the theoretical foundations of the three-dimensional representation tools, know their correct use, assimilate the creative and technical possibilities they offer, integrate the digital tool into the student's usual communication and management processes and, finally, promote the collaborative and self-learning spirit.

COURSE CONTENT:

Graphic representation using digital technology. Research and experimentation methods specific to the subject. Presentation software applications. Visual composition of the elements of the painting.
Development of animations and transitions.

PROTOCOL AND EVENT ORGANIZATION

PROTOCOLO Y ORGANIZACIÓN DE EVENTOS

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This theoretical and practical course is designed to equip designers with key skills in corporate protocol and event management. Students will learn to communicate effectively with their target audience and to use events as a tool for promotion, positioning, and professional development.

COURSE CONTENT:

Fundamentals of Protocol. Protocol in the workplace. Verbal and non-verbal communication. Dress and behavior. Event organization: fundamentals.

SCIENTIFIC METHODOLOGY OF DESIGN: EMOTIONAL DESIGN

METODOLOGÍA CIENTÍFICA DEL DISEÑO: DISEÑO EMOCIONAL

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Cognitive science deals with the study of the cognitive abilities of the human brain. It offers a scientific and multidisciplinary perspective (psychology, sociology, biology, etc.) on how information is represented and transformed in the mind/brain.

In this sense, human emotions play a fundamental role in the management and interpretation of the information our brain receives.

The aim of this course is to offer students a new perspective for analyzing design objects and products. This perspective focuses on the approach offered by cognitive science and its emotional interpretation of design.

COURSE CONTENT:

The scientific method. Methods for analysis and simulation. Research methods specific to the subject. Emotional design.

SLOW FASHION

SLOW FASHION

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Slow Fashion course focuses on the theoretical and practical foundations and study of fashion design projects that adhere to ethical and sustainability standards.

It is an elective course combining theory and practice, with workshop sessions and informational sessions on ethical behavior that provide content applicable to sustainable fashion design projects.

COURSE CONTENT:

The fashion industry today. Ethical fashion. Circular design. Bio-textile materials. Digital manufacturing.

SOUND DESIGN

DISEÑO SONORO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Sound can be approached as something we construct through reflection and listening, articulating it in different media (radio, film, television, video) or performances. In these contexts, the function of sound is paramount. Technology alone is insufficient to create sound objects. A method of listening, thought, and expression are essential. This course aims to contribute to the designer's work, enabling them to achieve valid results in the conceptual and technical mastery of sound material, as well as its most meaningful and expressive use in their design projects.

COURSE CONTENT:

Multimedia communication. Sound as an object of acoustics. Morphological criteria of sound and sound psychology. Voice, speech, and sounds. Music and noise. Electronic music. Historical premises. Musique concrète and electroacoustic music. Current trends. Phonography and sound effects. Technical elements and analog and digital recording equipment. Techniques of editing, synthesis, and digital sound generation. Audiovisual media. Soundtracks for film, video, and multimedia. Music for stage sets, commercial spaces, and fashion runways. Dance floor design.

STOP MOTION

STOP MOTION

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Stop motion is an animation technique that creates the movement of static objects through a series of successive still images. It is used to produce animated movements of any object, whether rigid or malleable: drawings, photographs, cardboard, toys, building blocks, articulated puppets, or characters created with ductile materials such as modeling clay. Generally, the term "stop motion" refers to animations that do not fall into the categories of cartoons or computer animation, but rather are created by directly capturing images with a camera. Therefore, it encompasses all animation done in three dimensions.

COURSE CONTENT:

Animation techniques. Animated film. Basic laws of animation. Frame-by-frame animation techniques using different materials: clay, puppets, cut-out animation, and pixilation. Techniques combined with digital animation. Image capture and control software. Editing and post-production software.

TEXTILE AND PRINTING WORKSHOP

TALLER TEXTIL Y ESTAMPACIÓN

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Textile and Printing Workshop course has the fundamental objective of developing textile dyeing and printing techniques, providing students with a set of essential skills in color management, as well as in the use of pigments, primarily natural but also synthetic. Through a series of practical exercises and projects, students will explore different methods of applying these pigments to a variety of surfaces, allowing them to experiment with textures, patterns, and visual effects. Furthermore, this course seeks to foster creativity and innovation, encouraging students to create unique and personalized materials that reflect their individual design vision.

COURSE CONTENT:

Printing processes and dyeing techniques. Textile design. Experimentation with pigments. Dyeing and color transfer techniques.

THE ARTIST'S BOOK. ART, DESIGN AND COMMUNICATION

EL LIBRO DE ARTISTA. ARTE, DISEÑO Y COMUNICACIÓN

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

This course focuses primarily on experimental communication, on the message not only visual but also tactile. It explores a dialogue between words, images, and the physical medium. A book, in general, is already an object we can hold in our hands, feel its weight, interact with, open and close, read, and so on. If we add to this a strong emphasis on visual and artistic elements above all else, we have an artist's book; which, in its freest form, becomes a book-object, and whose physical medium contributes to the content.

It is a form of expression resulting from the fusion of multiple languages (drawing, photography, design, poetry, printmaking, sculpture, bookbinding) that lend it a participatory sense of expression and communication.

COURSE CONTENT:

Knowledge and analysis of different presentation techniques. Knowledge of materials and tools. Art, design, and language. The book as a conceptual, artistic, and experimental object. Expression and communication.

TYPOGRAPHIC DESIGN WORKSHOP

TALLER DE DISEÑO TIPOGRÁFICO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The optional Typographic Design Workshop course has a theoretical and practical focus. Typography is a common element in any communication project. The content covers the entire process of creating a typeface, emphasizing the development of the expressive possibilities of letters and text.

COURSE CONTENT:

The typeface family: styles. Weights: width and thickness. Optical effects: horizontal and vertical strokes. Geometric center and optical center. Constructive criteria of typographic design: form, counterform, stroke, scale, slant. Letter groups. Development and creation of typographic specimens: uppercase, lowercase. Numbers. Punctuation marks. Sketching, standardization. Construction of alphabetic characters. Optical corrections. Internal and intermediate space. Final tracings. Execution of technical documents.

VIDEO EDITING DEVELOPMENT

AMPLIACIÓN DE EDICIÓN DE VIDEO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

Advanced Video Editing: Editing and Post-Production is an elective course with a strong practical focus. Its purpose is for students to master the specific software, technical terminology, and fundamentals of digital video and audio. The course will be taught almost entirely through hands-on experience, using a dynamic and continuous approach that combines theory with individual in-class exercises.

COURSE CONTENT:

Video post-production techniques. Scene creation: 2D and 3D spaces and lighting. Cameras and camera animation. Motion tweening. Rendering: types of scene finishes. Video export. Codecs and formats. Work planning. Narrative discourse and its structure. Script: narrative and technical. Storyboard.

WATERCOLOR TECHNIQUES

TÉCNICAS DE ACUARELA

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Watercolor Techniques course is designed as an exploration of living materials: water, pigment, and gesture in constant dialogue.

Through experimentation, students will investigate supports, tools, and creative processes with this medium. Watercolor is thus presented as a technique and medium for thinking, planning, and communicating within the field of design.

COURSE CONTENT:

Knowledge and analysis of different presentation techniques. Instrumental knowledge and technical application. Note-taking. Research and experimentation. Sketches in the field of communicating ideas.

WEB EDITION

EDICIÓN WEB

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The Web Editing course is primarily aimed at students specializing in Interior Design, Fashion and Product Design who wish to acquire basic knowledge of electronic publishing, assimilate the creative and technical possibilities they offer, and integrate publishing tools into the communication and management processes they routinely use in their work in other subjects.

COURSE CONTENT:

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

WINDOW DISPLAY

ESCAPARATISMO

ELECTIVE

3 ECTS

2 hours/week

SUBJECT MATTER: ELECTIVE

The subject will provide students with the fundamental knowledge that will allow them to develop a project and program for a shop window (materiality, lighting and competitive techniques), as well as an introduction to the concept of Visual Merchandising.

COURSE CONTENT:

Development of integrated interdisciplinary projects. Evaluation and critique of the results obtained and the working method used. Definition and execution of window display projects, applying the methodology of project resolution, evaluation and verification.