



I design

(I have superpowers)

create,
communicate,
emotion

Superior Studies of
Graphic Design

University grade equivalents

Informative guide

PROFESIONAL PROFILE

A Graphic Designer is a creative person whose activity is to use a graphic language in order to create messages and communicate multiple contents with media and for different communication channels

The main areas where it develops

- Corporate and visual identity.
- Editorial design.
- Graphic production.
- Design of containers and packaging.
- Art direction in advertising.
- Audiovisual design.
- Graphics on television.
- Multimedia design.
- Interaction design, web design.
- Environmental designer: graphic and communications applied to space.
- Design of didactic material.
- Research and teaching

STUDIES PLAN

240 ECTS credits

4 academic years,

2 semesters per year

60 créditos ECTS every year

TYPE OF SUBJECTS

- Basic Training 70 ECTS credits
- Specific Subjects 114 ECTS credits
- Optional Subjects 24 ECTS credits
- Training Work Placement 12 ECTS credits
- Final Project 20 ECTS credits

GRAPHIC DESIGN DEGREE

This speciality of Studies of Design will be guided to the formation of Designers who are responsible of the Graphics and visual aspects of the communicative process, in advertising agencies, studies, editorials, and, in general, media companies.

1st YEAR

AREA	SUBJECTS	ECTS
Foundations of Design	Basic Design	6
	Basic Projects	6
Languages and techniques of representation	Systems of representation (Geometry)	6
	Artistic Drawing and graphic Techniques	6
	Color Basics	6
	Volume and Space	6
	Digital Technology	6
	Photography and Media Techniques	4
Science applied to Design	Scientific Basics	6
History of Art and Design	History of Contemporary Art and Design	6
English language	English language applied to design	4

2nd YEAR

AREA	SUBJECTS	ECTS
Tipography	Tipography	6
	Tipography and layout	6
Technology applied to Graphic Design	Materials and Techniques of production and printing	8
	Production and Digital Techniques I	6
	Photography applied to Graphic Design	6
History of Graphic Design	History of Graphic Design	6
Graphic Design Projects	Graphic Design Projects I	8
	Graphic Design Projects II	8
Culture of Design	Design Culture	6

3th YEAR

AREA	SUBJECTS	ECTS
Technology applied to Graphic Design	Audiovisual Design Techniques	6
	Production and Digital Techniques I II	6
Graphic Design Projects	Graphic Design Projects III	8
	Graphic Design Projects IV	8
	Graphic Design Projects V	8
	Editorial Design Projects	8
Design Management	Organization and Legislation	4
Optional subjects		12

4th YEAR

AREA	SUBJECTS	ECTS
Graphic Design Projects	Interdisciplinary project	8
Design Management	Design Management in Graphic Design	8
Optional subjects		12
Design Management	Training Work Placement	12
Graphic Design Projects	Final Project	20