



GRAPHIC DESIGN Course Catalogue		
FIRST YEAR		
ANNUAL SUBJECTS	HOURS/WEEK	ECTS CREDITS
Visual Language	4	8
Knowledge and understanding of language design: graphic design, shape, structure, colour, texture, light, graphic space, composition, art and design interactions. Image analysis both from the expression and the perception perspective.		
Creativity and Project Methodology	2	4
Origins of creativity, social demand for creativity. The creative process. Nature versus culture. Creative stimulation techniques. Plagiarism and coincidences. Basic principles for thinking out ideas. Project methodology according to different authors. The design process. Ideas. Team work.		
Representation Systems	4	8
Two-dimensional representation. Scales. Plane and descriptive geometry. Taking of dimensions. Symbols, rules and conventions in technical drawing. 3D representation. Axonometric perspective (isometric, cavalier and military perspectives), one point perspective drawing with vanishing point, and with two vanishing points. Vanishing sections. Initiation to layout.		
Vectorial Representation	4	7
Graphic representation and expression using digital vectorial technology: learning about tools and vectorial application programmes.		
Digital Photography and Audiovisual Media	3	5
Basic knowledge and principles of photographic cameras and digital cameras. The digital process and processing, improvement and optimisation of digital photographs. The photographic studio: artificial lighting. Genres in current photography. Audiovisual media: artistic and technical evolution of the audiovisual media. Basic audiovisual language and media technology. Digital editing. Audiovisual broadcasting according to the product, format and media.		
FIRST SEMESTER SUBJECTS	HOURS/WEEK	ECTS CREDITS
Free Hand Drawing. Sketches	4	5
The mastering of communication using free hand drawing. Expression of ideas, shapes, dimensions and details by using informal and instant drawing techniques. Data gathering and outlines using free hand drawing of an existing object and the annotation of its dimensions until both aspects are completely defined as regards, shape and dimension. Conveyance of an idea, design or aspect which only exists in our imagination by using a drawing.		
History of Art and Aesthetics	3	4
Evolution of art and aesthetics since past times. Theory of art and aesthetics. Historic avant-garde movements. Current artistic trends in a global world.		
Typography I. Composition	6	5



Basic typography. Letters and characters: reference lines, morphology. Formal and functional classification. Typographic/ character/ font anatomy. Typographic families. Typometry. Basic composition: typographic rhythm and counter/ aperture. Word composition and textual lines. Typographic stain in layout. Aesthetic and typography. Reading and legibility. Typographic hierarchy. The grid system.



SECOND SEMESTER SUBJETS	HOURS/WEEK	ECTS CREDITS
Expresion Techniques in Design	4	5
Quick life drawings using different techniques. Manual monochrome and colour graphic and plastic expression techniques, both dry and wet. Additive and experimental techniques. Analysis of shapes, space, light and colour by using expression techniques.		
History of XIX, XX and XXI century- design and up to the present.	3	4
History of XIX, XX and XXI century- design and up to the present. Theory and history of design in artistic and architectural contexts. Knowledge, analysis and historic significance of design. Origin of the design concept Royal factories, Industrial Revolution, Arts and Crafts and Modernism. The Bauhaus and other design European schools. Design consolidation. Democracy of design as from the Second World War. Trends, designers and emblematic contemporary design companies. Global concept of design: think global and act local		
Typography II. From Calligraphy to Graffiti	6	5
Basic historic principles of calligraphy. Morphology of lettering. Calligraphic instruments. Letter drawing and its relationship with writing tools and supports. Ductus. The calligraphic stroke. The drawing of the letter. Historic evolution through calligraphy. Sign board and industry. Sign board styles. Letter design in signing and advertising contexts. Letters on new mediums: graffiti in an urban context. Tools and new technologies for letter drawing.		
SECOND YEAR		
ANNUAL SUBJECTS	HOURS/WEEK	ECTS CREDITS
3D Construction	3	5
Analysis of the 3D shape: 3D analysis of pieces of work and objects. The process of artistic abstraction: synthesis, geometrization and stylization as a solution to plastic proposals. Construction and valuation of the volumetric shape: the design process and the creation of 3D shapes. From the outline to the definitive piece of work. Techniques and materials for 3D construction: flexible, rigid, laminate, malleable. Surface material characteristics. The production and use of textures. Simple moulds and casts. Miniature models		
Basic Scientific Knowledge	3	7
Mathematics: arithmetic, algebra, trigonometry and statistics. Physics: physical magnitudes, Static and Dynamic, Vectors. Physical properties of materials. Chemistry: magnitudes; structure and chemical properties of substances		
Technical English	2	4
English terminology in the sphere of design. Use of English in professional and scientific environments. English grammar revision in context. Oral comprehension and conversation.		
Typography III. Design and Management	5	8
The typography form. Type design process. Inspiration and creative sources. Manual and digital outlines. Typographic form design. Character digitalization. Design of letters and other characters. Polytype creation: Anchors and classes. Spacing. Digital typographic functions. Typographic programming. Font hinting. Digital sources management. Legal aspects: intellectual property in typography.		
Materials, Technology and Production	4	8
The work flow in graphic production. Colour in graphic design. Colour management systems. Digital images. Colour and resolution modes. Colour samples. Scanning images. Pre printing. Postscript. PDF. Printing adjustments. Making and setting up of a final artwork. Imposition. Materials. Paper: types and characteristics . other materials used for design. Printing techniques. Inks. Handling and binding.		
FIRST SEMESTER SUBJETS	HOURS/WEEK	ECTS CREDITS
Anthropometry and Ergonomics	3	4
Concepts of anthropometry, ergonomics and bionics. Human dimensions and the golden ration: data,		

data typology and percentiles. The application of tables and anthropometric data. Standardisation. Psychosocial aspects in ergonomic design: functionality, comfort and pleasure. Usability and accessibility.		
History of Graphic Design	4	4
From graphic art to design. History of the billboard: French masters from the end of the XIX century. Arts and Crafts and Art Nouveau. The artistic avant-gardes and graphic design. Graphic design at the service of political ideas. Art Déco. North American design after the second World War. Modern style in Europe. Influence of the second avant-garde. Counter culture and consumerism. The end of the XX century and the information society. Globalisation and advertising. Current graphic design		
Editorial Design and Layout	6	6
Brand message, the publication's corporate identity. The importance of research and planning. Style book, establishing diagramming guidelines.. hierarchy and layout. Criteria for margin definition. Main rules for the design of the typographic box. Typographic grid, types and development. Variation and transgression, versatility and uniformity in editorial design. Designing and composing using typography, the way the text works, legibility versus visibility. Editorial product types: magazines, newspapers, books, catalogues, annual reports, brochures...Specific software for the subject.		
SECOND SEMESTER SUBJECTS	HOURS/WEEK	ECTS CREDITS
Ecodesign and Sustainability	3	4
Definition of eco design and sustainable development . Design for recycling and reusing. Good practices for sustainable design. Analysis of the cycle of life. Environmental footprints (ecological, carbon, hydrological). Institutional, civic and industrial responsibility. Process and strategy for Eco design. Project and evaluation. European ecological packaging system. Rules and types. Sustainable materials. Legal framework.		
Spanish Graphic Design. Andalusia	4	4
Modernism in Spanish graphic design. Evolution of the bull-fighting billboards. Illustrated press. Bill-boarding and illustration until 1936. Artistic avant-garde influence. Bill-boarding during the Civil War. Post war: advertising and propaganda. Mass media in the second half of the XX century. Democratic transition. Andalusian graphic design. Latest trends and current important designers.		
Visual Identity Design	6	6
The study of signs and of their interpretation processes. Positioning: the brand's representation value and all the other identity signs. The search process for the naming. Identifier design key. Brand architecture. The importance of brand image. Corporate identity making up and strategic planning. Purpose of the brand and other markers. Making and implementation of a Visual Corporate Identity Manual. Evolution and revolution of a brand.		
THIRD YEAR		
ANNUAL SUBJECTS	HOURS/WEEK	ECTS CREDITS
Design Theory And Culture	3	6
Design in contemporary society and culture. Information and communication concepts within the global sphere of design. Theory of shape and aesthetics. Practical purpose and aesthetic purpose. Symbiosis and cross sectional relationship between Art- Design- Crafts. Basic anthropological principles and those of non material heritage applied to the manifestations and competences of current design. Design theory and critique. Basic principles of sociology and consumer culture. Multiculturalism and design contexts: global- local interactions. The designer's ethics and social responsibility.		
Design Management	3	6
Legislation and intellectual and industrial properties, patents and brands management. Management and promotion of the design's cultural ,social and personal values in relation to identity making, sponsorship and patronage activities. Management and follow up of brands and corporate identity. Basic principles of economics and production organization.		

Legislation and intellectual and industrial properties, patents and brands management. Management and promotion of the design's cultural ,social and personal values in relation to identity making, sponsorship and patronage activities. Management and follow up of brands and corporate identity. Basic principles of economics and production organization.		
Web Design and Development	4	8
HTML label tag, structural and semantic elements. Style sheets (CSS), representation elements. Dynamic contents. Internet resources optimization. Web design and web design planning. Usability and accessibility. Content management systems (CMS). Specific software for the subject.		
Illustration Applied to Design	3	6
Illustration types and techniques. The process and development of illustration. Scientific, literary , editorial, advertising illustration etc. Illustration styles. Traditional illustration versus digital illustration. The uses of illustration in graphic design. Materials and work organisation.		
Design Applied to Movement	4	8
From the storyboard to the screen. Graphic design on television. Grid composition in movement. Computer graphics typology. Multimedia content creation: headlines, synthetic image, graphics, continuity animations, visual effects. Graphic design tools. Typography in movement: credits: history and creation. Formats and audiovisual media. Animation techniques and processes. Particle system. Movement design. Corporate identity in movement. Motion graphics aesthetics. Form and communication in Motion Graphics design.		
Optional Subjects	4	8
FIRST SEMESTER SUBJECTS	HOURS/WEEK	ECTS CREDITS
Photography Applied to Design	4	4
Photographic manipulation directed towards graphic design. Photomontage and collage in photography. The photographic studio: editorial cover, advertising and billboard making. Photography as a creative strategy within advertising. Photography for web design. Specific software for the subject.		
Design Applied to Packaging	5	5
Materials. Marketing and methodology. Packaging methods. Design approach. Packaging and products. Practical and communication function of packaging. Packaging: the silent seller. Packaging as a positioning strategy, as a way of enhancing the product and its qualities. Sustainable packaging.		
SECOND SEMESTER SUBJECTS	HOURS/WEEK	ECTS CREDITS
Audiovisual Media	4	4
Audiovisual language. Study of the technological intervention in all processes of the audiovisual production chain: recording. Montage, postproduction and broadcasting. Study of the multimedia digital technology and its influence in the audiovisual communication model. Analysis of the convergence of audiovisual formats and supports. Development, application and production of the management and content production processes based on digital communication and interactive media: internet, mobility supports, installations. Specific software for the subject.		
Advertising Campaign	5	5
Advertising communication elements. Advertising image analysis levels, advertising claim, types of advertising strategies. Advertising as persuasive function, different forms of persuasion, strategy and advertising message making. Advertising styles. Advertising general typology. Structure of an advertising agency. Strategic design. Marketing planning, marketing strategy. Establishing the communication-propagation: communication plan. Communication strategy creation phase (advertising): advertising		

FOURTH YEAR		
FIRST SEMESTER SUBJETS	HOURS/WEEK	ECTS CREDITS
Introduction to Animation	5	6
Principles of animation. The creation of animations: the script, model design, storyboard. Digital animation procedures. Software and devices suitable for animation. Standard based publication.		
Information Design	4	4
Graphic representation systems for information, for data processing and filtering and its conversion in information which can be visualised. Cognitive and perceptive processes in information design. Historic look and current links to knowledge creation. Process methodology and information graphic design projects with their different uses and applications. Graphs' design: types of diagrams and communication purpose. Data bases and system representation. New media for audiovisual and/ or interactive digital infographics. Development procedures through digital tools.		
Interactive Graphic Design	5	6
Interactive systems design methodology and techniques. Interaction requirements gathering and specifications. Conceptual model making of the interactive system. Usability, accessibility and internationalisation. Prototype design. Design documentation. Interactive system development and evaluation.		
Spatial Graphics	4	5
Commercial premises design. Team work along with interior designers. Exhibitions and stands design. The brand within the space: corporate buildings, communications hub, urban areas or stands. Graphic architecture. Logo, symbol, typography within the space. Global corporate solutions development. Pop up spaces and window dressing. Materials and techniques.		
Presentation and Project Rethoric	3	3
Speech and ideas and results presentation systems. Genres and parts of speech. Stylistic, material and technological devices. (PDF, power point, audiovisual media). Presentation in front of an audience: attitude.		
Graphic Design, Innovation and Business Studies	4	4
Graphic design communication and marketing product project or company promotion. Market research. Means research and planning. New forms of communication and its use for the company. Price and distribution. Commercial planning. Resources, costs and professional activity organization. The value of graphic design. Innovation within the company. Surviving change. Leadership.		
Optional Subjects	5	8
SECOND SEMESTER SUBJETS	HOURS/WEEK	ECTS CREDITS
End of Degree Project	5	12
Writing of an original project under the guidance of a tutor with a theoretical- practical character about any aspect of the graphic design world. It must contain the global concept of the different aspects which affect a particular problem in graphic design, from the making of a message or idea to the design of all the elements which make up the project, and its implementation		
Practicum	5	12