

CURRICULUM OF GRAPHIC DESIGN

AREAS OF KNOWLEDGE	SUBJECTS	CREDITS(*)
1st ACADEMIC COURSE		
ARTISTIC FUNDAMENTALS (core)	Artistic Drawing	6
	Techniques in Graphic Expression	6
	Colour	6
	Volume & Space	9
	Analysis of shape & Composition	6
	Psychology of Perception	6
SCIENTIFIC FUNDAMENTALS (core)	Mathematics	6
	Physics & Chemistry applied to Graphic Design	6
HISTORY & THEORY OF ART & DESIGN (core)	History & Theory of Art	6
SYSTEMS OF REPRESENTATION (core)	Systems of Representation	6
BASIC PROJECTS (core)	Theory & Methodology of the Project	9
	Workshop: Initiation to Projects	18
Total		90
2nd ACADEMIC COURSE		
HISTORY & THEORY OF ART & DESIGN (core)	History & Theory of Design	6
	History & Theory of Graphic & Audiovisual Communication	6
SCIENCES & TECHNOLOGY APPLIED TO GRAPHIC DESIGN (specific)	Raw Materials, Materials & Technologies applied to Graphic Design	6
	Production & Printing Techniques (I)	3
	Photography	6
	Applied Typography & Model Building	6
SOCIAL SCIENCES & LEGISLATION APPLIED TO GRAPHIC DESIGN (specific)	Organization & Legislation	6
	Anthropology & Sociology	6
GRAPHIC PRODUCTS PROJECTS (specific)	Graphic Complexes & Communication Projects (I)	21
GRAPHIC COMPLEXES & ILLUSTRATION (specific)	Illustration Techniques	18
	Optional	6
Total		90
3rd ACADEMIC COURSE		
SCIENCES & TECHNOLOGY APPLIED TO GRAPHIC DESIGN (specific)	Production & Printing Techniques (II)	6
	New Technologies Applied to Graphic Design	9
	Quality Control	3
	Production & System Techniques	6
	Cinema-Video Publicity	6
SOCIAL SCIENCES & LEGISLATION APPLIED TO GRAPHIC DESIGN (specific)	Design Economy & Management	9
	Marketing	9
GRAPHIC PRODUCTS PROJECTS (specific)	Graphic Complexes & Communication Projects (II)	15
GRAPHIC COMPLEXES & ILLUSTRATION (specific)	Editorial Design Techniques	9
	Optional	18
Total		90
4th ACADEMIC COURSE		
(**) FCP		3
Total credits degree		273

(*) Each credit equals 10 lesson hours.

(**) FCP

1. The FCP (Final Course Project) consist of the conception and development of an original project design. Optionally, It can be a professional work, academically directed.
2. The basics are:
 - a) To Define project objectives.
During this phase, the scope of work is determined. Steps of this process include: determine the market and audience, explaining what motivates the task and define goals and objectives. The designer must too determine requirements and constraints for design (usage, technical, artistic, aesthetic,...). It is also necessary to include similarities and differences with other known.
 - b) To develop the project.
Making sketches which clearly express the further development and their application, showing quality and functionality, and highlighting the benefit to the customer. You may show plans, models or prototypes made.
 - c) Project scheduling.
Analysis of economic viability and productive (budget, schedule,...). Present a memory of the project, including a documentary and graphic report of the various stages of development.