

## BA GRAPHIC DESIGN

### General description of the programme

Our Bachelor in Graphic Design aims to provide qualified training for professionals in the field of design, capable of understanding, defining and optimising visual design products and services, mastering scientific, humanistic, technological and artistic knowledge and the methods and procedures associated with them, as well as generating values of artistic, cultural, social and environmental significance, in response to the social and technological changes that are taking place.

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Credit system: **ECTS (240 ECTS)**

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Language of instruction: **Spanish**

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Beginning of fall semester: **second week of September**

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Beginning of the second semester: **first week of February**

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Classes: **from 03:15 pm to 09:45 pm**

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Code	Official name of the subject	Translation into English	HPW	ECTS	Duration	Year
<b>DG1A-LV</b>	Lenguaje visual	Visual language	4	8	Annual subject	1
<b>DG1A-CMP</b>	Creatividad y metodología del proyecto	Creativity and project methodology	2	4	Annual subject	1
<b>DG1S-DMA</b>	Dibujo a mano alzada Croquis y bocetos	Freehand Drawing. Sketches.	4	5	Fall Semester	1
<b>DG1S-TED</b>	Técnicas de expresión en diseño	Expression techniques in design	4	5	Spring Semester	1
<b>DG1A-SR</b>	Sistemas de representación	Technical drawing	4	8	Annual subject	1
<b>DG1A-RV</b>	Representación vectorial	Vector rendering	4	7	Annual subject	1
<b>DG1A-FDMA</b>	Fotografía digital y medios audiovisuales	Digital photography and audiovisuals	3	5	Annual subject	1
<b>DG1S-HAE</b>	Historia del arte y la estética	Art history and aesthetics	3	4	Fall Semester	1
<b>DG1S-HD</b>	Historia del Diseño. Siglos XIX, XX y actual	Design history, 19th, 20th and 21th centuries	3	4	Spring Semester	1
<b>DG1S-T1</b>	Tipografía I. Composición	Typography I. Composition	6	5	Fall Semester	1
<b>DG1S-T2</b>	Tipografía II. De la caligrafía al grafiti	Typography II. From hand writing to graffiti	6	5	Spring Semester	1
<b>DG2S-AE</b>	Antropometría y ergonomía	Anthropometry and ergonomometry	3	4	Fall Semester	2
<b>DG2A-CT</b>	Construcción tridimensional	Tridimensional construction	3	5	Annual subject	2
<b>DG2A-FCAD</b>	Fundamentos científicos aplicados al diseño	Scientific fundaments applied to Design	3	7	Annual subject	2
<b>DG2S-ES</b>	Ecodiseño y sostenibilidad	Eco design and sustainability	3	4	Spring Semester	2
<b>DG2A-IT</b>	Inglés técnico	English for technical purposes	2	4	Annual subject	2
<b>DG2S-HDG</b>	Historia del diseño gráfico	History of graphic Design	4	4	Fall Semester	2
<b>DG2S-DGE</b>	Diseño gráfico español. Andalucía	Spanish graphic design. Andalusia.	4	4	Spring Semester	2
<b>DG2A-T3</b>	Tipografía III. Diseño y gestión de tipografía	Typography III. Design and the management of typo	5	8	Annual subject	2
<b>DG2A-MTPG</b>	Materiales, tecnología y producción gráfica	Materials, technology and graphic production	4	8	Annual subject	2
<b>DG2S-DEM</b>	Diseño editorial y maquetación	Editorial design and layout	6	6	Fall Semester	2
<b>DG2S-DIV</b>	Diseño de identidad visual	Design of visual identity	6	6	Spring Semester	2

Code	Official name of the subject	Translation into English	HPW	ECTS	Duration	Year
<b>DG3A-TYCD</b>	Teoría y cultura del diseño	Theory and culture of design	3	6	Annual subject	3
<b>DG3A-GD</b>	Gestión del diseño	Management of design	3	6	Annual subject	3
<b>DG3A-DDW</b>	Diseño y desarrollo web	Web design and development	4	8	Annual subject	3
<b>DG3A-IAD</b>	Ilustración aplicada al diseño	Illustration applied to design	3	6	Annual subject	3
<b>DG3A-DGM</b>	Diseño gráfico en movimiento	Graphic design in movement	4	8	Annual subject	3
<b>DG3A-ML</b>	Optativa 1: Mercado Laboral	Elective 1: Labour market	4	8	Annual subject	3
<b>DG3A-CN</b>	Optativa 2 Comunicación narrativa	Elective 2: The narrative image	4	8	Annual subject	3
<b>DG3A-PC</b>	Optativa 3: portfolio	Elective 3: portfolio	4	8	Annual subject	3
<b>DG3S-FAD</b>	Fotografía aplicada al diseño	Photography applied to design	4	4	Fall Semester	3
<b>DG3S-DAE</b>	Diseño aplicado al envase	Design applied to packaging	5	5	Spring Semester	3
<b>DG3S-MA</b>	Medios audiovisuales	Audiovisual aids	4	4	Spring Semester	3
<b>DG3S-CP</b>	Campaña publicitaria	Advertising campaign	5	5	Fall Semester	3
<b>DG4S-IA</b>	Introducción a la animación	Animation introduction	5	6	Fall Semester	4
<b>DG4S-DI</b>	Diseño de la información	Information design	4	4	Fall Semester	4
<b>DG4S-DINT</b>	Diseño interactivo	Interactive design	5	6	Fall Semester	4
<b>DG4S-GE</b>	Gráfica del espacio	Graphical environment	4	5	Fall Semester	4
<b>DG4S-PRP</b>	Presentación y retórica del proyecto	Project presentation and rhetoric	3	3	Fall Semester	4
<b>DG4S-DGIE</b>	Diseño gráfico, innovación y empresa	Graphic design, business and innovation	4	4	Fall Semester	4
<b>DG4S-DAPM</b>	Optativa: Diseño de aplicaciones para móviles	Elective: Design of mobile applications	5	8	Fall Semester	4
<b>DG4S-TFE</b>	Trabajo fin de estudios	Final project	5	12	Spring Semester	4
<b>DG4S-PRACT</b>	Prácticas en empresas	Internship	25	12	Spring Semester	4