

A photograph of a classroom or library setting. Several students are seated at long tables, some looking at books or papers. The room has large windows in the background. The entire image is overlaid with a red grid pattern. The text 'Study Program' and 'Graphic Design' is centered over the image.

# Study Program

## Graphic Design

### 1. Specialties.

Level	Specialties
Higher Education Design	Graphic Design
	Product Design
	Interior Design
	Fashion Design

### 2. ECTS credit distribution of the curriculum according to type of subject matter.

Type of activity	Credits
Foundational training (FT)	84
Compulsory (C)	96
Electives (E)	26
Outside placement/internship	8
Final project	26
Total credits	240

In the first year the student receives basic training common to all specialties. Specialization begins in the second year.

The four-year program consists of compulsory core courses, electives, interdisciplinary projects, internships and external placements, seminars and a final project.

## SPECIALTY OF GRAPHIC DESIGN

### FOUNDATIONAL TRAINING

Subject Matter	Courses	SEM	ECTS
Design fundamentals	Introduction to design	2	8
	Theories of perception, colour and form	1	4
	Anthropometry and ergonomics	3	4
Languages and techniques for representation and communication	Two-dimensional studio	1	4
	Three-dimensional studio	2	4
	Drawing I	1	3
	Drawing II	2	3
	Plane and Descriptive Geometry	1	3
	Descriptive geometry	2	3
	Computer assisted drawing	2	6
	Typography and composition	1	3
	Digital photography and images	1	3
	Audio-visual media	2	2
	Science applied to design	Introduction to material science	1
Eco-efficiency and sustainability		4	4
Art and design history	Art history	1	4
	Introduction to the history of design	2	4
Design culture	Design and society	3	4
	Design and thought	6	6
Management for design I	Professional and economic setting for design	6	6

### ELECTIVES

Subject Matter	Courses	SEM	ECTS
Studios of technical applications and resources *	Choose between offerings	5-6	6
Theory, criticism and humanities *	Choose between offerings	7	8
Monographic graphic design projects	Choose between offerings	7	6
Monographic interdisciplinary projects *	Choose between offerings	7	6

### COMPULSORY FOUNDATIONAL. SPECIALTY OF GRAPHIC DESIGN

Subject Matter	Courses	SEM	ECTS
Typography	Typographic design	4	6
Applied technology for graphic design	Digital photography and images II	3	4
	Materials and systems of reproduction and printing	5	6
	Technology of computer networks	5	6
	Audio-visual technology and animation I	5	3
	Audio-visual technology and animation II	6	3
History of graphic design	History of graphic design I	4	4
	History of graphic design II	5	4
Graphic design projects	Graphic design projects I	3	8
	Graphic design projects II	4	8
	Graphic design projects III	5	8
	Graphic design projects IV	6	4
	Interdisciplinary projects I	6	8
Tools for graphic design	Theory of graphic communication. Semiotics	3	6
	Digital tools for graphic design I	3	4
	Digital tools for graphic design II	4	4
	Traditional graphic technics	4	4
Management for graphic design	Graphic design organization and processes	7	6
	Management for graphic design	7	6
Practicum	Outside placements/internships	8	6
Final project	Introduction to the final project (Seminar)	7	4
	Final project	8	22

## SPECIALTY OF GRAPHIC DESIGN

Subject matter		
Design fundamentals	16	FT
Languages and techniques for representation and communication	34	FT
Science applied to design	10	FT
Art and design history	8	FT
Design culture	10	FT
Management for design I	6	FT
Typography	6	C
Technology applied to graphic design	22	C
History of graphic design	8	C
Graphic design projects	36	C
Tools for graphic design	18	C
Management for graphic design	6	C
Practicum	8	C
Final project	26	C
Studios of technical applications and resources	6	E
Theory, criticism and humanities	8	E
Monographic graphic design projects	6	E
Monographic interdisciplinary projects	6	E

FT: Foundational training

C: Compulsory

E: Electives

## SPECIALTY OF GRAPHIC DESIGN

## 1ST YEAR

1st semester	Courses	FT	C	E	ECTS
TPCF	Theories of perception, colour and form	•			4
TALLBI	Two-dimensional studio	•			4
DIBUIX1	Drawing I	•			3
GEOPD	Plane and Descriptive Geometry	•			3
TIPCOM	Typography and composition	•			3
FOTID	Digital photography and images	•			3
INTCM	Introduction to material science	•			6
HISART	Art history	•			4
2nd semester	Courses				
INTDIS	Introduction to design	•			8
TALLTRI	Three-dimensional studio	•			4
DIBUIX2	Drawing II	•			3
GEODES	Descriptive geometry	•			3
DIBAO	Computer assisted drawing	•			6
MITAUD	Audio-visual media	•			2
INTHD	Introduction to the history of design	•			4
		<b>60</b>	<b>0</b>	<b>0</b>	<b>60</b>

## 2ND YEAR

3rd semester	Courses	FT	C	E	ECTS
ANTERG	Anthropometry and ergonomics	•			4
DISSOC	Design and society	•			4
FOTID2	Digital photography and images II		•		4
PRODG1	Graphic design projects I		•		8
TCGS	Theory of graphic communication. Semiotics		•		6
EINDDG1	Digital tools for graphic design I		•		4

## SPECIALTY OF GRAPHIC DESIGN

## 2ND YEAR

4th semester	Courses	FT	C	E	ECTS
ECOSOS	Eco-efficiency and sustainability	•			4
DISTIP	Typographic design		•		6
HISDG1	History of graphic design I		•		4
PRODG2	Graphic design projects II		•		8
EINDDG2	Digital tools for graphic design II		•		4
TECGT	Traditional graphic technics		•		4
		<b>12</b>	<b>48</b>		<b>60</b>

## 3RD YEAR

5th semester	Courses	FT	C	E	ECTS
MSRI	Materials and systems of reproduction and printing		•		6
TECXI	Technology of computer networks		•		6
TECAA1	Audio-visual technology and animation I		•		3
HISDG2	History of graphic design II		•		4
PRODG3	Graphic design projects III		•		8
OPTATA1	Choose between offerings I			•	3
6th semester	Courses				
DISPEN	Design and thought	•			6
EPED	Professional and economic setting for design	•			6
TECAA1	Audio-visual technology and animation II		•		3
PRODG4	Graphic design projects IV		•		4
PROINT1	Interdisciplinary projects I		•		8
OPTATA2	Choose between offerings II			•	3
		<b>12</b>	<b>42</b>	<b>6</b>	<b>60</b>

## 4TH YEAR

7th semester	Courses	FT	C	E	ECTS
GESDG	Graphic design organization and processes		•		2
GESDG	Management for graphic design		•		4
PFG	Introduction to the final project (Seminar)		•		4
OPTECRHU	Choose between offerings			•	8
OPMODGR	Choose between offerings			•	6
OPMointer	Choose between offerings			•	6
8th semester	Courses				
PRAPRO	Outside placements/internships		•		8
PFG	Final project		•		22
		<b>40</b>	<b>20</b>		<b>60</b>

## SPECIALTY OF GRAPHIC DESIGN - ELECTIVES

## 3RD YEAR

Subject matter	ECTS	
Studios of technical applications and resources	6	E

## 4TH YEAR

## Subject matter

Theory, criticism and humanities	8	E
Monographic graphic design projects	6	E
Monographic interior design projects	8	E
Monographic fashion design projects	6	E
Monographic product design projects	6	E
Monographic interdisciplinary projects	6	E

## Third year electives

## 3RD YEAR

Subject matter	Courses	ECTS
Studios of technical applications and resources	Illustration and graphic narratives	3
	Calligraphy	3
	Pictorial applications	3
	Modelling and mould-making	3
	Wood carving	3
	Metal techniques	3
	Ceramic applications	3
	Working with precious metals and enamel	3
	Textile printing studio	3
	Applied textile techniques	3
	Photographic documentation	3
	Video-graphic documentation	3
	Experimental studio with new materials	3
	Applications with cardboard	3
	Stone studio	3
	Artistic institutions: interaction, creation, intervention	3
	Light studio	3
	<b>6</b>	

## Fourth year electives

## 4TH YEAR

Subject matter	Courses	ECTS
Theory, criticism and humanities	Theories and criticism of design	4
	Panorama of contemporary art	4
	Contemporary tendencies in design	4
	Current economy and design	4
	Design promotion	4
	The designer as social change agent	4
	Strategies for creativity	4
	Defence and reasoning of projects	4
Monographic graphic design projects	Multimedia and interactive design	6
	Editorial design. Analogue and digital publishing.	6
	Web design and digital management	6
	Graphic communication campaigns	6
	Experimental typography	6
Monographic interior design projects	Design of outdoor spaces, gardens and landscapes	6
	Design of living interiors and furnishings	6
	Design of commercial spaces and retail windows	6
	Design of bars, restaurants, and leisure spaces	6
Monographic fashion design projects	Textile design, fashion, and technology	6
	Design of accessories	6
	Design of sportswear	6
	Communication and fashion	6
Monographic product design projects	Furniture design	6
	Lighting design	6
	Design for living spaces	6
	Design of interfaces	6
Monographic interdisciplinary projects	Design of temporary installations	6
	Commercial space and design	6
	Design and environment	6
	Theatre arts	6
		<b>26</b>