





## // GRAPHIC DESIGN: MODULE'S CONTENT

Module	Visual language
Subject	Fundamentals of Design
Contents	Knowledge of design fundamentals and understanding of its language; graphic alphabet, forms and structures, colour, texture, light, graphic space, interactions between art and design, analysing images through perception and expression.

Module	Creativity and project methodology
Subject	Fundamentals of Design
Contents	Creativity; introduction, etymology of the term and definitions. Social demand for creativity. Creativity processes, Nature Vs Culture. Techniques to enhance creativity. Basic principals of generating ideas, Project methodology through several authors. Process of design, Team working.

Module	Anthropometrics and ergonomics
Subject	Fundamentals of Design
Contents	The concept of anthropometric, ergonomics and bionics. The human dimensions and aurea proportion; data, types of data and percentiles. Use of charts and anthropometrics data. Standardization. Psychosocial aspects of ergonomics design; funtion, comfortability and pleasure. Usability and accessibility. Methodology related to the subject.

Module	Freehand drawing Drawings and sketches
Subject	Language and techniques of representation and communication
Contents	Communication through the use of drawings and sketches. Expression of ideas, forms, dimensions and details through the use of hand drawing techniques. Taking notes and sketches from an existing object as well as limiting its dimensions to further representation. Using drawing and sketching to communicate insights and ideas.

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Module	Design Expression techniques
Subject	Language and techniques of representation and communication
Contents	Life drawing using several techniques and procedures. Design expression techniques by hand; monochromes and colours techniques, dry and humid techniques. Experimental and additive techniques. Analysing forms and shapes, space, light and colour through expression techniques.

Module	Representation Systems
Subject	Language and techniques of representation and communication
Contents	Bidimensional representation. Scales. Plane and descriptive geometry. Showing dimensions. Standardization in technical drawing. 3D representation. Axonometric perspective (isometric, oblique) Linear perspective (1 point, 2 points and 3 points) Sections using vanishing points. Introduction to model making.

Module	Vector representation
Subject	Language and techniques of representation and communication
Contents	Representation and expression through digital vector technology. Tools and vector graphic softwares.

Module	Digital photography and media
Subject	Language and techniques of representation and communication
Contents	Photography; Introduction and fundamentals of digital and analogic cameras. Digital optimization and manipulation; processes and digital treatment of images. Improving images quality through software. Photography studio; artificial lighting. Genres in photography. Audio-visual media; technical and artistic evolution. Basic audio-visual language and related technology. Digital edition. Broadcasting according to the product, format and specific media.

Module	Tridimensional modelling
Subject	Language and techniques of representation and communication
Contents	3D shape analysis; analysis of 3D objects and artworks. Process of artistic abstraction; synthesis, geometrization and stylization as a graphic solution. Constructing shapes volumetrically; design process and creation of 3D shapes.

	From the sketch to the final proposal. Materials and techniques of 3D creation; flexible and rigid materials, laminable and mouldable ones. Working with textures. Creating basic moulds. Models.
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Module	Scientific fundamentals applied to graphic design
Subject	Sciences applied to design
Contents	Basic Sciences; Maths, Physics and Chemistry applied to Design. Math; Arithmetic, Algebra, Trigonometric and Statistic. Physics; Physical magnitudes, Dynamics and Statics, Vectors. Physical properties of materials. Chemistry; magnitudes, structure and chemical property of substances. Methodology and experimentation related to the subject.

Module	Eco design and sustainability
Subject	Sciences applied to design
Contents	A definition of Eco Design and sustainable development. Design for recycling and reusing. Good practices in sustainable design. Understanding the cycle of life. Environmental traces (carbon and water). Responsibility of governments and institutions, citizens and industry. Processes and strategies in Eco Design. Project and evaluation. European system of ecological labelling. Standards. Sustainable materials. Legal framework.

Module	Art history and aesthetics
Subject	History of art and design
Contents	Evolution of Art and Aesthetic from the Antiquity. Theory of Art and Aesthetic. Historical avant garde. Nowadays art tendencies in the global world.

Module	History of Design. Centuries XIX, XX and current
Subject	History of art and design
Contents	Theory of Art and Design in the context of Art and Architecture. Knowledge, analysis and historical meaning of Design. Origin of the concept of design; Royal Industries, Industrial Revolution, Arts and Crafts, Modernism. Bauhaus and others design schools in Europe. Consolidation of design as a discipline. Spread of design since the world war 2 <sup>nd</sup> . Tendencies, designers, remarkable contemporary design studios. Local concept of design; think globally and act

	locally. Methodology and experimentation related to the subject.
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Module	Graphic design theory and aesthetics
Subject	Design culture
Contents	Importance of Design in contemporary society and culture. Concepts of communication and information in the context of global design. Theory of form and Aesthetic. Practical and Aesthetic function. Symbiosis and transversality between Art-Design and Handicrafts. Fundamentals of Anthropology applied to Design. Theory and review of Design. Fundamentals of the culture and society of consumption. Multiculturalism and contexts of design; global and local interactions, Ethics and social responsibility of the designer. Methodology and experimentation related to the subject.

Module	Design management
Subject	Design management
Contents	Legislation and management of private and industrial property, patents and brands. Management and promotion of cultural, social and personal values. Sponsorship. Management and monitoring in corporative design. Fundamentals of economy and management of production. Methodology and experimentation related to the subject.

Module	Technical English
Subject	Design management
Contents	English vocabulary related to the domain of design. Use of English in business. A review of English grammar related to this specific field. Reading and listening comprehension as well as oral communication skills.

Module	Typography Composition I
Subject	Typography
Contents	Basic Typography. Letters and characters; lines of reference, morphology. Functional and formal classification. Typeface families. Typometrics. Basic composition. Typographic rhythm and counterpunch. Composition of words and text lines. Typography and layout. Aesthetic and Typography. Reading and readability. Typographic Hierarchy. Grids.

Module	Typography II. From calligraphy to graffiti
Subject	Typography
Contents	Historical fundamentals of Calligraphy. Definition. Morphology of the letter. Tools for calligraphy. Tracing letters and its relation with tools and writing materials and surfaces. The concept of Ductus. Calligraphic traces. Drawing words. Historical evolution through calligraphy. Inking and industry. Inking styles. Design of letters in advertising and signage. New materials and surfaces for creating letters; the urban graffiti. New tools and technology for tracing letter.

Module	Typography III. Font design and font management
Subject	Typography
Contents	Typographic form. The process of designing fonts. Creative fonts and inspirations. Handmade sketches and digital ones. Designing typographic forms. Digitalizing letters. Designing letters and some other signs. Creating polytypes. Anchors and classes. Spacing in typography. Digital typography functions. Typographic coding. Hinting. Management of digital fonts. Legal aspects; Copy rights in typography. Methodology and experimentation related to the subject.

Module	Graphic arts
Subject	Technology applied to graphic design
Contents	Workflow in graphic production. Colour in graphic design. Colour management systems. Digital images. Colour modes and resolution. Colour testing. Scanning images. Pre-printing. Postscript. PDF. Adjust printing. Managing and setting a final draft. Materials; paper, types and characteristics. Others materials used in design. Printing techniques. Inks. Binding. Methodology and experimentation related to the subject.

Module	Web design
Subject	Technology applied to graphic design
Contents	HTML, semantic and structural elements. Style sheets (CSS), elements of representation. Dynamic contents. Optimization of resources for internet. Designing and managing web design. Content management system (CMS). Specific software related to the subject. Methodology and experimentation

	related to the subject.
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Module	Photography for designers
Subject	Technology applied to graphic design
Contents	Use of photography in graphic design. Photomontage and collage. Photography studio; editorial cover design, posterism and graphic publishing. Photography as a creative strategy in advertising. Photography in web design. Specific software related to the subject. Methodology and experimentation related to the subject.

Module	Media
Subject	Technology applied to graphic design
Contents	Media language. Media technology related to the processes of recording, editing, postproduction and broadcasting. Relationship between media technology and our current communicative model. Convergence of media formats and channels. Development, production and management of media projects, especially for those related to the area of digital communication and interactive media. Softwares related to the subject. Methodology and experimentation related to the subject.

Module	Introduction to motion graphics
Subject	Technology applied to graphic design
Contents	Fundamentals of animation design. The creative process of animation; script, storyboard, model design. Digital procedures in animation. Softwares related to the subject. Methodology and experimentation related to the subject.

Module	History of graphic design
Subject	History of graphic design
Contents	From graphic art to design. History of poster; French masters from XIX century. Art & Crafts. Art Nouveau. Avant-Garde and design. Design and politics. Art Decó. American design after world war II. Modern style in Europe. Influence of the second Avant-Garde in design. Contraculture and consumerism. The end of XX century and Information Society. Globalization and advertising. Graphic design nowadays. Methodology and experimentation related to the subject.

Module	Spanish graphic design. Andalucía.
Subject	History of graphic design
Contents	Modernism in Spanish graphic design. Evolution of bullfight poster. Illustrated press. Poster design and illustration until 1936. Influence of Avant-Garde in Spanish design. Poster design during the civil war. Spanish design after the civil war; propaganda and advertising. Mass media in the second half of the XX century. The democratic transition. Andalusian graphic design. Last tendencies and trends. Remarkable designers nowadays. Methodology and experimentation related to the subject.

Module	Editorial design and layout
Subject	Graphic design projects
Contents	Branding message, signs of identity in publications. The importance of researching and planning. Concepts of layout. The stylebook, establishing rules for diagraming. Hierarchy and layout. Criteria for margin setting. Fundamental rules for typographic box. Typographic grid; types and development. Uniformity and versatility in editorial design. Designing and composing typography; readability and visibility. Types of editorial products; magazines, newspapers, books, catalogues, flyers,.. Softwares related to the subject. Methodology and experimentation related to the subject.

Module	Branding
Subject	Graphic design projects
Contents	Study of icons and the processes of interpretation of icons and signs. Brand positioning; the representative value of branding. The process of naming. Clues for branding. Branding architecture. The importance of brand image. Strategies for branding. Branding applications. Making of a branding manual. Methodology and experimentation related to the subject.

Module	Illustration applied to design
Subject	Graphic design projects
Contents	Illustration; types and techniques. The process and development of an illustration. Scientific illustration. Advertising illustration, Editorial illustration, Literary illustration. Traditional illustration vs digital one. Uses of illustration in

	graphic design. Materials and processes. Methodology and experimentation related to the subject.
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Module	Information design
Subject	Graphic design projects
Contents	Systems of visually representing data. Cognitive and perceptive processes in information design. History of data visualization. Methodology and processes in the field of information design. Designing charts; types of diagrams and specific objectives of each one. Data base and systems of visual representation. New framework for representing digital and interactive infographics. Using digital tools and data bases to create infographics. Methodology and experimentation related to the subject.

Module	Packaging
Subject	Graphic design projects
Contents	Materials. Marketing and methodology. Methods of labelling. Planning in packaging. Types of containers and products for packaging. Communicational and practical function of packaging. The container as a silent seller. Packaging as a strategy of brand positioning enhancing the product's qualities. Sustainable packaging. Methodology and experimentation related to the subject.

Module	Advertising
Subject	Graphic design projects
Contents	Elements of advertising communication. Levels of analysis in advertising images. Advertising argumentation and types of strategies in advertising. Persuading through advertising; types of persuasion and strategies. Styles in advertising. General typology in advertising. The structure in an advertising agency; workflow, projects, methodology and processes. Strategic design and marketing. Establishing strategies for communicating messages. Phases of creating a communication plan in advertising; slogan, copy strategy, creative strategy, media strategy. The making of an advertising campaign. Analysing mass media and its impact in the process and result in an advertising campaign. Methodology and experimentation related to the subject.

Module	Motion graphic design
Subject	Graphic design projects
Contents	From storyboard to screen. Graphic design in television. The compositive grid in movement. Types of graphic signs. Creating multimedia content; headboards, banners, animations, visual effects. Tools for creating motion graphics. Motion typography; credit titles. Audio-visual formats and frameworks. Animation techniques. Motion graphic design. Motion in branding. Aesthetic and communication principles of motion graphics. Methodology and experimentation related to the subject.

Module	Interactive design
Subject	Graphic design projects
Contents	Methodology and techniques in interactive systems. Interaction attributes and requirements. Conceptual map and structure within an interactive piece of information. Usability, accessibility and internationalization. Designing prototypes, documentation and evaluation. Methodology and experimentation related to the subject.

Module	Graphic interiors
Subject	Graphic design projects
Contents	Process of design, developing a concept, project and finishing. Signage and its guiding function. Neon signs and electronic ones. Retail design. Teamwork with interior designers. Exhibition and stand design. Three-Dimensional Branding; corporate buildings, communication nodes, urban areas and stands. Graphic architecture. Logos, icons and typography in a 3D space. Developing global branding strategies. Ephemeral architecture and window dressing. Material and techniques. Methodology and experimentation related to the subject.

Module	Project presentation
Subject	Graphic design projects
Contents	A presentation and ways of representing ideas and results. Script and argumentation. Rhetoric and presentation of projects. Genres and parts of a speech. Stylistics resources, materials and media (PDF, powerpoint, media, digital based media). Doing a presentation: attitudes.

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Module	Grafic design, innovation and business
Subject	Grafic design management
Contents	Communication and marketing in graphic design. Promoting a product, project or business. Market research. Investigating and planning media. New ways of communication and its value within the graphic design business. Price and distribution of products. Trade planning. Resources, costs and managing a professional activity. The value of graphic design. Business innovation. Overcoming changes. Leadership. Methodology and experimentation related to the subject.

Module	Final project
Contents	Developing an original graphic design project which should be monitored by a mentor. The project must be theoretical-practical and it should contain all the different aspects concerning a graphic design proposal; from creating a message or idea to the design of all its elements and final implementation.

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