

SHORT CYCLE (ADVANCED VOCATIONAL TRAINING)**Subjects Summary**

Graphic Design for Printing

First Year**History of the Graphic Image**

The work of a graphic designer draws on knowledge of many diverse areas, including the history of artistic forms.

This module aims for students to discover the historical artistic context in which graphic image was created so that they can relate it to a school, period or artistic style, as, although graphic design creation mainly serves society's communication needs, it is also clearly influenced by society's social and artistic circumstances.

Graphic Design Expression Techniques

We understand drawing as a means of developing perceptive sensitivity to shapes.

The module aims for students to use drawing and colour as a tool to express ideas and shapes graphically with creativity and personal artistic sensitivity.

The aim is for students to consider drawing as a basic foundation for work, coordinating ideas and visual creation.

ICT Resources

The module introduces students to the use of specific software in the professional field of graphic design communication, developing techniques for the specialisation.

Industrial Graphic Design Techniques

The module contextualises the future profession of students in the area of Industrial Graphic Design.

Definition of Industrial Graphic Design.

General process of Graphic Design.

Different production areas.

Historical context and origins.

The course is divided into theoretical and practical sessions.

Graphic Design for Printing Projects

This module introduces and consolidates basic practices in the graphic design profession. Practising and developing different work processes for design, becoming familiar with the use of tools, materials and new techniques, both contemporary and traditional, in the profession, and developing critical and self-critical thinking.

Photography

This module provides basic knowledge on photography as a complementary tool for the creation of student projects, with analogue and digital techniques.

Audiovisual Language

Given the great quantity of audiovisual products in contemporary society, this module teaches students to see this complexity, particularly audiovisual products with a large graphic component (credits, shutters, fast motion parts, motion graphics, etc.). The categories are theoretical with a daily vision of audiovisual material related to content. Furthermore, students create small projects in which they develop a synthesis of the concepts discussed.

Graphic Design Theory

Providing students with theoretical knowledge and tools, fostering the ability to analyse the different production of Graphic Design, antecedents and evolution, while deciphering its formal, syntactic and semiotic structure.

Fostering the ability to understand and recognise different historical, stylistic and social techniques that have determined ideas and production in graphic design, in time and space.

Promoting awareness of the social importance of visual communication and the ability to recognise and assess the main contributions of each generation, country, movement and personality that creates work.

Second Year

Graphic Design Expression Techniques

This module introduces students to the world of graphic design for information, otherwise known as infographics, which use graphs, diagrams, mapping, symbols and pictograms to facilitate immediate, clear and concise information to the recipient.

The course alternates between a workshop for exercises and projects and theoretical teaching to promote knowledge, analysis and reflection on the subject.

ICT Resources

In the second year, once the knowledge from the first year has been covered, the module perfects use of the programs studied and promotes learning for the design of interactive multimedia products to be used to communicate online.

Graphic Design for Printing Projects

This module encourages students to reflect on the role of the graphic designer in the chain established for all visual communication.

The module goes into greater detail regarding the ability of students to develop a project, make decisions, prepare proposals and provide reasoned presentations. The student develops the ability to conduct graphic design work responsibly and with autonomy.

Photography

This module provides basic knowledge on photography as a complementary tool for the creation of student projects, with analogue and digital techniques.

Audiovisual Language

Under construction.

Image Theory

This module promotes reflection on the role of the graphic designer, the products designed and structures generated and used by graphic designers.

Two core aspects are studied.

The first is the social role of the designer and the different ways of understanding and practising the profession.

The second focuses on the analysis of products created by the designer.

Different systems and methodologies for analysis will be studied and practised to gain insight into the phenomenon.

Graphic Design Theory

This module is a continuation of the theory studied in the first year.

In the second year, we focus on analysing the evolution of graphic design over the 20th century.

Typography

Typography is an essential aspect in shaping the majority of messages within visual communication. It is, therefore, fundamental that the graphic designer masters this code that has evolved since the beginning of printing until today. This evolution has gone beyond the boundaries of printed paper to new materials and resources that intervene, increasingly, in our daily lives. In the second year, the typography subject examines the expressive possibilities of the typographic symbol and goes into greater details regarding its application.

Training and Careers Guidance

1. Basic concepts. 2. Employability, offer, demand. 3. The current employment situation. 4. The world of design: current features and future perspectives.

Differentiating the type of market, the relationship between offer and demand and the price setting process.

Demonstrating analysis elements in a professional profile. Establishing advantages and disadvantages in different professional situations.