

Subjects Summary

Degree in Art and Design

Fourth Year

Semester	ECTS	Subject
1	12	Workshop on Applied Arts This practical subject focuses on mastering techniques, materials and the professions of artistic jewellery, textile art and ceramics.
	12	Workshop on Observational Art This practical subject comprises research and the creation of personal and/or group ideas, with the capacity to interact with the surrounding environment. This subject completes and consolidates conceptual, technical and process-driven knowledge regarding painting and combines this with image-related techniques and disciplines, to develop a personal language with the capacity to interact with the surrounding environment
	12	Workshop on Spatial Art This theoretical-practical subject comprises research and the creation of personal and/or group ideas related to artistic practice in which space is the structural element.
	12	Workshop on Visual Communication This practical subject examines basic mechanisms and processes in graphic design projects, and provides necessary theoretical-practical skills for the implementation of projects. It emphasises the role of the graphic designer in the chain established by all types of visual communication.
	12	Workshop on Visual Narration This theoretical-practical subject focuses on the illustration of text (information, opinion, fiction and poetry), as well as comic strips and graphic novels: ellipses, graphic design planning and integration in written text, and in animation as temporary deployment of images. The behaviour and coexistence of the static image and image in movement online and in online creations, will be analysed

12 Workshop on the Design of Objects

This practical subject introduces knowledge on formal, symbolic, functional, material and technological aspects of objects, and elements linked to their creation, manufacture and use.

6 Idea and Profession

This theoretical-practical subject examines trends, contributions, traditions and innovation in applied arts.

6 Idea and Drawing

This theoretical-practical subject completes and consolidates conceptual, technical and process-driven knowledge for the discipline of drawing. It develops visual thinking through drawing, experiments, combines and relates drawing to other disciplines, both analogue and digital, and understands drawing as the materialisation of observation, as an analytical, descriptive, process-driven and project-based tool, as expressive, experimental ground and as work with its own artistic value.

6 Idea and Matter

This theoretical-practical subject, comprising research and the creation of ideas, related to artistic practice in which matter and space are structuring elements, expanding knowledge of materials to encompass theoretical, conceptual, technical, formal and process-driven aspects.

6 New Creation Landscapes

This theoretical-practical subject focuses on constructing messages and narratives through graphic design and/or animation from the perspective of digital publications.

6 Graphic Design for Architecture

This theoretical-practical subject examines the design of systems or series in the area of design for publishing: books, magazines and corporate publications; the area of signage: signage systems in public spaces; and the area of exhibition space: graphic design for exhibitions and museum studies.

6 Innovation Processes

This theoretical-practical subject addresses the role of design in shaping new realities and qualitative alternatives to help improve the artificial environment and natural systems, as well as personal and social life. It fosters the search for potential in new materials, and traditional and current techniques.

6 The Body as a Subject

From the perspective of anthropology, psychology, philosophy and poetry, this theoretical-practical subject reflects on the body as a subject. The body is considered to be the main element, both as the conceptual centre of attention and providing vital support in terms of care and comfort.

6 Photography and Experience

This theoretical-practical subject expands on resources for two-dimensional expression, providing students with the necessary technical knowledge to develop the discipline of analogue and digital photography as a language and final support for the creation of two-dimensional images, combining it with other techniques and support, and with other dimensions and expressive multimedia languages.

6 Place and Action

This theoretical-practical subject comprises research and the creation of personal and/or collective ideas, related to artistic practice that uses place and action as a structuring element.

6 Information Design

This theoretical-practical subject examines history, theory and the precedents of infographics in depth, as a way of transmitting information graphically. The subject covers forms, processes, mechanisms and different graphical representations.

6 Typography

This theoretical-practical subject examines history and the culture of typography in depth, focusing learning on work tools and specific programmes, calligraphy and lettering, alphabet design, knowledge and the selection of fonts, the composition and classification of typography, microtypography and orthotypography.

6 Emotional Design

This theoretical-practical subject considers perception as a global process, considering not only exteroceptive perception (the five senses), but also proprioceptive perception, which emphasises, additionally, how a person's experience and expectations affect them.

6 Set Design

This theoretical-practical subject develops perceptive, rational and intuitive experience on spatial transformation processes and knowledge about the properties of light. The definition of a set design project is examined on the basis of text describing materials, and construction and lighting systems.

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2	6	<p>Eco-Sociology</p> <p>This theoretical subject proposes resources for the analysis and interpretation of contemporary society and its cultural expressions and production, based on knowledge of social and production reality, and from an ecological perspective. The main objective is for students of art and design to understand the importance of sustainable activities now and for the future.</p>
	6	<p>Innovation and Anticipation</p> <p>This theoretical subject provides students with the foundations to help them understand the present, in the areas of both art and design, and technoscientific and social areas in order to reflect on future situations. The main objective is for students to develop an attitude that is critical, reflexive, reliable and reasoned regarding possible future scenarios in society, in order to gain the skill of anticipating and innovating in their area of interest.</p>
	6	<p>Trendspotting</p> <p>This theoretical subject provides tools for applying knowledge on artistic currents to research into trends in art and design. The main objective is for students to gain critical, aesthetical and ethical consciousness of classical, modern and postmodern art to position themselves appropriately in relation to the projects they consider.</p>
	6	<p>Dissemination Platforms</p> <p>Through the application of a critical perspective, this theoretical subject presents knowledge on opportunities and dissemination using the interfaces of communication, media and platforms as a space shared by the artist, designer and media designer.</p>
	6	<p>Reviewing Art</p> <p>This theoretical subject examines the history of the art review, its origins and evolution, in order to give students a global, multi-faceted vision of the professional environment of an art critic.</p>

6 Reviewing Design

This theoretical subject examines the brief history and current status of design review, taking into account the relationship with art review, in order to give students a global, multi-faceted vision of the professional environment of a design critic.

6 Didactics and Pedagogy

This theoretical subject introduces students to the didactics and pedagogy of art and design, providing conceptual and analytical resources for didactics and pedagogy today.

6 Ethics and Creation

This theoretical subject examines different ethical theories with the aim of introducing the student to deep reflection of the role of the creative in today's world and his/her social and ethical responsibility.

6 Exhibition Curation

This theoretical subject covers the history of the relationship between creation and exhibitions and follows the evolution of museum science and museum studies. The subject examines contemporary art, emphasising the importance of context and different curation models and the relationship and management with institutions, creative professionals and content.

6 Artistic Direction

This theoretical subject examines the brief history of artistic direction and its evolution, reviewing creative strategies, planning, resources and budgets, gaining insight into content in the world of advertising, press, cinema, publishing, videogames, opera, theatre, etc.

6 Creative Direction

This theoretical subject provides a brief history of creative direction and its evolution, placing emphasis on digital resources, team management, organisational methodology and the relationship between client and creative professional.

6 Cultural Management

This theoretical subject covers the context, terminology and basic concepts, in addition to the main stakeholders that structure and participate in cultural management, analysing the relationship between creativity, productivity and cultural policy, as well as new strategies and models to manage cultural practice in the area of visual arts and design.