

# Higher Education

Art Degrees in Design

## Graphic Design

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“Título Superior de Diseño”  
is the equivalent of a Degree  
Course and includes an  
European Supplement.

## /Higher Education

# Graphic Design

**The graphic designer is a professional whose activity is aimed at the use of graphic language to create messages and communicate content of a diverse nature using a variety of media and for different channels of communication.**

The main areas of professional activity are:

- Corporate and visual identity.
- Editorial design.
- Graphic production.
- Packaging design.
- Art Direction for Advertising.
- Audio visual design. TV Graphics.
- Multi media design.
- Interactive design, web design.
- Environmental designer: graphics & communication applied to space.
- Designing teaching materials.
- Research and teaching.

## ▲ Qualifications

The Advanced Art Qualifications in Design taught at the Jerez School of Art are Official Advanced Qualifications and consist of 240 ECTS credits divided into eight terms and a duration of four years. Each credit corresponds to 30 hours of tuition. The successful completion of the 240 ECTS credits leads to the qualification of Arts Degree majoring in Graphic Design or Interior Design, with recognition and certification of university credits. Equivalent of a University Degree, according to article 57.4 of the Education Organic Law 2/2006 of May 3rd. Article 18. Issue.

Royal Decree 1614/2009, of October 26th, which establishes the regulation of advanced art courses governed by Article 18 of Organic Law 2/2006, May 3rd, related to Education. With the aim of promoting the movement of Spanish undergraduates and graduates within the European Higher Education Area, the education authorities will issue, together with the qualification, the corresponding European Supplement to the Degree.

## ▲ Degree Courses

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### **For Spanish Students**

Pre-Registration: 1st – 30th May.

Registration: July - September.

### **For Erasmus Students**

First semester: September to February. Applications from 15th April to 15th June.

Second semester: February to June Applications from 15 October to 15 December.

(See Application form and requirements in our website).

## 1st Academic Year

	1S	An	2S	ECTS
Visual language		4h		8
Creativity and project methodology		2h		4
Freehand drawing, croquis and sketches	4h			5
Design expression development			4h	5
Representation systems		4h		8
Vector representation		4h		7
Digital photography and audiovisual media		3h		5
History of art and aesthetics	3h			4
History of design (centuries XIX, XX and contemp.)			3h	4
Typography I. Composition	6h			5
Typography II. From calligraphy to graffiti			6h	5
<b>Total</b>		<b>30h</b>		<b>60</b>

## 2nd Academic Year

	1S	An	2S	ECTS
Typography III. Design and typography thinking		5h		8
Scientific basis applied to design		3h		7
Anthropometry and ergonomics	3h			4
Eco design and sustainability			3h	4
Three dimensional construction		3h		5
Technical English		2h		4
Materials, technology and graphic production		4h		8
History of graphic design	4h			4
Spanish graphic design. Andalusia			4h	4
Editorial design and layout	6h			6
Visual identity design			6h	6
<b>Total</b>		<b>30h</b>		<b>60</b>

### 3rd Academic Year

	1S	An	2S	ECTS
Theory and culture of design		3h		6
Design thinking		3h		6
Web design and development		4h		8
Photography applied to design	4h			4
Audiovisual media			4h	4
Illustration applied to design		3h		6
Design applied to package		5h		5
Marketing campaign			5h	5
Movement in graphic design		4h		8
Optional subjects		4h		8
<b>Total</b>		<b>30h</b>		<b>60</b>

### 4th Academic Year

	1S	An	2S	ECTS
Introduction to animation	5h			6
Information design	4h			4
Interactive design	5h			6
Space design	4h			5
Presentation and rhetoric of the project	3h			3
Graphic design, innovation and business	4h			4
Optional subjects	5h			8
Final year student project			5h	12
Business practices			25h	12
<b>Total</b>			<b>30h</b>	<b>60</b>

