

## **FIRST YEAR**

### **COMMON YEAR**

#### **Fundamentals of representation and visual expression - 6 ECTS**

Study the relationships between plastic and visual elements in composition. Expressive possibilities of light, colour, space and shape. Semiotic analysis and assessment of the role played by graphics in our current society.

#### **Computer Media - 6 ECTS**

Use of software to treat graphics in bitmap and vector formats. Text processing, have a good command of colour systems, resolution, formats, composition and desktop publishing in graphic and multimedia applications.

#### **Image Theory - 3 ECTS**

Analyse images using different methods based on the theoretical principles of visual perception. Define the morphology and syntax of the image, interpret its codes, functions and communicative strategies.

#### **Photography- 6 ECTS**

Introduction to the technical functioning of the equipment, the materials and the retouching programs which take part in digital photography. Capture, transmission and manipulation of the image. Analyse the formal and functional characteristics of photography.

#### **Training and Work Orientation - 3 ECTS**

Study the access routes to the labour market and to permanent training. Interpret the legal framework of work, the rights and obligations of both the employee and the employer. Recognize the different contractual modalities and their guarantees. Assess the work made in a company, entity or body and the work made for one self (self-employment). Describe copyright and intellectual property. Acquire notions of marketing and business planning.

#### **History of Visual Communication - 3 ECTS**

Introduction to the field of visual communication by studying the function, origin and meanings of images. Analyse the language and specific characteristics of visual communication. Recognize the different fields of graphic visual communication: graphic design, illustration, comics, photography and audiovisual languages. Study the connection between the evolution of the technique of graphic and visual communication media with the

different technological advances.

### **Applied Drawing - 7 ECTS**

Drawing as a tool of thought and personal expression. Construction of shapes, volumes and spaces. Composition, sketch and outline: the line and the stain. Observation, memory and fantasy. Life sketching, human figure and landscapes. Light and shadows.

### **Audiovisual Language and Technology - 8 ECTS**

Introduction to audiovisual media based on a historical perspective of the moving image. Analysis and interpretation of the characteristics of the medium, its expressive and communicative functions and study of the techniques of realization in audiovisual products of each specialty.

### **Graphic and Typographic Resources - 7 ECTS**

Acquire knowledge about calligraphy and classical writing, and the formal elements of the typographical sign: anatomy, styles, families and classification. Typographic application: composition, hierarchy and graphic architecture. Creative possibilities of the analog and digital typographic elements. Symbolism and unconscious aspects. Readability and communication.

### **Techniques of Graphic Expression - 6 ECTS**

Work on the expressivity of lines, strokes, textures and stains. Dry techniques: coloured pencils, pastels and waxes. Wet techniques: watercolor, tempera and acrylic. Application to illustration and graphic works.

### **Specific Software - 6 ECTS**

Introduction to the specific software related to design and composition in printed, editorial and interactive design products, and also in animation of vector and illustration elements.

### **Key Concepts - 0 ECTS**

Presentation of key concepts in contemporary history that define the bases of today's society. Use of the tools of critical analysis and reflection to study the main historical and cultural events and understand them in their context.