

## **CFGS PRINTED GRAPHICS**

### **2nd YEAR**

#### **History of Graphics - 3 ECTS**

Learn about the historical evolution, technique and aesthetics of printed image. Study the graphic product in relation to the sociocultural context. Analyse the influence of the current artistic tendencies, new technologies and the media on formal, expressive and communicative aspects of printed graphics.

#### **Fundamentals of Graphic Design - 6 ECTS**

Analyse visual communication and graphic design from a semiotic and semantic point of view. Delve into the reading of images found in graphic products from different natures, taking into account their formal and expressive characteristics. Study the different areas and typologies of graphic design.

#### **Printed Graphics Projects - 27 ECTS**

Theoretical and practical study of the sector's different fields: branding and identity, communication, marketing and publicity, packaging and editorial design. Work methodology based on briefing and debriefing (research, selection, organization and use of the information sources and intangible concepts). Use specific technologies in order to conceive and develop each project. Create graphic products with a technical, artistic and communicative quality. Learn about validation methods of results in order to issue critical judgments and be able to argue them regarding the own project.

#### **Typography - 5 ECTS**

Create a complete alphabet paying attention to technical, artistic and communicative quality: hand drawing, digital drawing and production of the font. Analyse the formal characteristics of typography. Consolidation of the basic foundations of the typographic sign and of the management of typography within the different fields of graphic design. Conditions of readability and ergonomics, disposition and aesthetic, technical, semantic and functional aspects.

#### **Graphic Production Industry - 8 ECTS**

Delve into the processes and factors which take part in the different stages of the graphic production industry, since the beginning of the product until its materialization. Analyse projects and prepare files for printing. Materials, supports and printing systems. Finish

touches, post-printing and quality control. Explore new supports and formats.

**Techniques of Graphic Expression - 3 ECTS**

Technical deepening and research of personal works defined as graphic products.

Descriptive drawing: digitalization, manipulation and application of digital techniques.

Building of three-dimensional elements: photography and digital retouch.