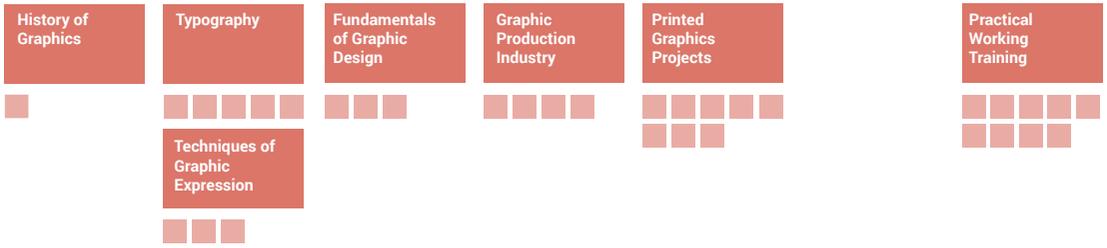
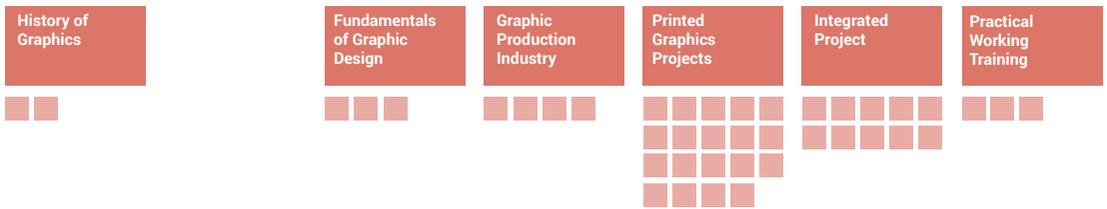


# 2nd CFGS Printed Graphics

THIRD SEMESTER / 33 ECTS



FOURTH SEMESTER / 41 ECTS



## 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.

## 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.

## 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.

## 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.

## 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.

## 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.

## Integrated Project (IP) - 10 ECTS

Plan and create an original and specific project, developing all the stages, and applying the methodological and procedural aspect most fitting in order to guarantee a final product of artistic and technical quality. Communication, presentation and public defense. Includes tutorial monitoring by the expert teacher.

## Practical Working Training (internship) - 12 ECTS

Learn the current knowledge and technologies used in a real work environment of a company or institution. Acquire new professional knowledge developing, in the work context, the previously learned curricular knowledges. Understand the productive process and / or service tasks, participate in this process and acquire habits of human relationships within a company.