



| FIRST YEAR | | | SECOND YEAR | | |
|---------------------------------------|-------------------|-------------------------------------------------------------|-------------|--------------------------------------|----------|
| SPRING | SUMMER | FALL | SPRING | SUMMER | FALL |
| PD5003 Art State and Trends | 6 | PD5001 Visual Systems | 6 | PD5002 Typography and Text | 6 |
| PD5005 Persuasive Design | 6 | PD5006 Media and Production Systems and Pre-Press | 6 | PD5004 Informative Design | 6 |
| | Elective Workshop | 3 | Elective | 6 | |

A
 BASIC AREA
 DISTINCTIVE
 POSTGRADUATE
 (36-60) 36

B
 ELECTIVE AREA
 (6-12) 9

C
 COMMON COURSES
 (6-18) 18

D
 FINAL PROJECT
 (6-12) 12

75 CREDITS

Visual Systems
 The student will be able to understand the structure and organization that support various design pieces, such as grid systems, progression, modulation, sequence and rhythm.

Informative Design
 The student will be able to use their knowledge in the practice of informative editorial design, this in order to develop skills in the management and distribution of communication elements in a defined space.

Art State and Trends
 The student at the end of the course will know the history of design and understand the influences that social, economic and political changes have had on the different aspects of design.

Media and Production Systems and Pre-Press
 The student will have developed the skills and knowledge for the effective production of design projects, from the pre-press elements, the right choice of the printing system.

Typography and Text
 The student will be able to recognize the origin and evolution of typography, its formal aspects and the principles involved with the meaning and interpretation of various texts.

Persuasive Design
 Upon completion of this course, the student will be able to use persuasive editorial design through the use and application of powerful creative strategies, applying in some cases a sense of social responsibility, designed to influence the behavior of the public viewer.

Web Design
 The student will be able to develop the design of websites from the conceptualization, generation of navigation structure, design of graphic interfaces, and production.

Interactive Media Design
 At the end of the course, the student will be able to know the elements of design and the application of these for the development of effective digital interfaces through the effective use and application of color, image and properly applied design principles.

Electronic Marketing Design
 The student will be able to use digital technologies to make the marketing process more effective, focusing on personalization, individual attention, advertising management, design of products and services and implementation of marketing plans.

Workshop to Present Effectively
 Upon completion of this course, the student will be able to develop the skills that allow the student to produce, present and understand the information, as well as its correct communication in the professional and social field.

Workshop to Stimulate Creativity and Innovation
 At the end of this course, the student will develop skills related to creativity, innovation, planning and management as key tools in the creation of projects.

Negotiation Strategies Workshop
 The student will understand the negotiation process and will learn to use the negotiation tools so that, with practice, he can negotiate effectively and be able to reach satisfactory agreements for the parties.

Research Methodology
 At the end of this course, the student will understand the basic conceptual and procedural elements of research, both quantitative and qualitative and its application in educational projects.

Theory of Design and Communication
 The student will be able to recognize the different trends of the design and the relationship of these with the communication process.

Semiotics, Text and Rhetoric
 At the end of the course, the student will be able to develop the knowledge of the theory of signs, in order to explore and examine the different aspects of semiotics, both European and North American.

Image Lab
 Develop the ability to produce images under both formal and conceptual in order to communicate effective messages, either acting as independent images or complementing the other elements in some composition.

Design and visual communication
 The student will be able to use their knowledge in the practice of informative and persuasive design, in order to develop skills in the management and distribution of communication elements in a defined space.

Edition and Text
 The student will be able to recognize the text as a basic element of verbal information and how it works according to the structure, syntactic, semantic and pragmatic meaning, as well as to recognize the proper use.

Design Management
 The student will be able to understand the epistemology of design practice, understand and apply the skills for the proper development and administration of the professional design practice.

Advanced Typography and Text
 The student will be able to understand the calligraphic and typographic techniques, the concepts and instruments in the disciplinary foundation for the application in the design of logos and lettering.

Generation of Typographical Fonts
 The student will be able to create fonts, recognizing the formal aspects and principles for the manipulation of types in print and digital media.