

**AA1211 / Life Drawing and the Human Figure**

At the end of the course the student will be able to develop the perception of the form through drawing exercises using various techniques. Acquire the ability of observation and representation of objects to build a visual vocabulary.

CI 2300 / Advertising

Know the nature of advertising, its importance in the economy and the characteristics of different types of advertising, in addition to the techniques to evaluate the effectiveness of the same and the sales promotion.

CI 2305 / Advertising Campaigns

Acquire the knowledge and practice necessary for the development of an advertising campaign in its different phases from the product to the reception of the same consumer.

DG1100 / Introduction to Visual Thinking Studio

At the end of the course the student will be able to describe the principles of visual organization necessary for any piece of design and determine a language of the discipline, as well as apply skills and techniques in order to express themselves correctly in visual production.

DG1110 / Basic Photography for Designers

At the end of the course the student will be able to apply the techniques and practical requirements for the generation of photographic images through the use of the digital professional camera as well as specialized programs in order to develop quality images supported by a critical and conceptual. This will be achieved through a course that links the theory and the implementation of the knowledge acquired.

DG1115 / Introduction to Graphic Design

At the end of the course the student will be able to define and express a design criterion through group critiques, reports and diverse applications in order to create awareness of the importance of design in society.

DG1120 / Estudio de Fundamentos del Diseño Gráfico

At the end of the course the student will be able to describe the basic concepts of graphic design, in which the media and materials are explored, the use of visual elements and composition, in order to apply the fundamentals of graphic creation in an environment practical real. This will be achieved through a course that links the theory and the implementation of the knowledge acquired.

DG1125 / Graphic Design Tools

At the end of the course the student will be able to describe and apply the practical knowledge of software for graphic design, the operating system, equipment and digital peripherals, video cameras and scanners, including technical demonstrations and covering topics such as the administration of typographical sources, the manipulation of images and digital design; this, in order to design using electronic tools correctly for design purposes.

DG1130 / Strategies for Image Making

At the end of the course the student will get the ability to observe, explore with various techniques of expression (such as the use of color, abstraction and mixed media) and analyze current trends in visual culture in order to create images. This will be achieved through practical exercises where to apply the know-how previously analyzed both individual and groups.

DG1135 / Producción de Diseño Gráfico Digital

At the end of the course the student will be able to understand the previous aspects of graphic printing, from the processes, to the software, the elements, the inks, their configuration as well as the finishes that influence the correct configuration of digital pre-press files.

DG2200 / Basic Identity Design, Meaning and Form

At the end of the course the student will be able to use the practice and theory of signs, symbols, signs and marks in what refers to the form and use in communication and identification of a given entity in order to understand and apply properly the basic identity design.

DG2205 / Anatomy of Typography

At the end of the course the student will know the historical and social development of the typography, the application of the same as an element of communication, its parts and its meaning in human language in order to apply it in any type of message that is published, either in print or electronic media. This will be achieved through research and practical exercises in which the theoretical knowledge acquired during the course is applied. The student will know the origins of the visual message, the typographical anatomy of the letters, the fundamental theoretical bases of the typography and will apply the use of them in an interesting way to different exercises that allow exploring the creative possibilities of the letter and the written word, considering its correct formal and technical application as well as the original and creative application of the same.

DG2210 / Foundations of Video for Designers

At the end of the course the student will be able to apply the knowledge learned in the execution of videos applying the graphic and conceptual aspects to give continuity to the narrative; as well as the technical aspects of editing, tools and equipment involving appropriate computer programs in order to prepare the student in mastery of the digital video application in creative ideas with movement and sound.

DG2215 / Print and Digital Media

At the end of the course the student will be able to know and apply techniques and artistic printing methods, as well as to go through commercial printing methods and venture into materials and techniques, paper selection and binding methods in order to evaluate the appropriate means for the actual production of graphic design projects.

DG2220 / Identity System Design Studio

At the end of the course the student will be able to interpret statistical information contained in different sources of information both in the daily and professional field, for the application of identity proposals using different graphic platforms.

DG2225 / Typographic Grid

At the end of the course the student will be able to analyze the evolution and use of typography, as well as its relationship with the different theories related to classical, modernist and postmodernism trends through contextual exercises. This, in order to apply the skills of aesthetic writing in the publication of any type of texts in media, whether printed or digital.

DG2230 / Animación Gráfica Formativa

At the end of the course the student will be able to determine the basic techniques and methodologies necessary for the design and animated graphic creation training, as well as describing graphical scripts using rhythm, sequence and continuity, for the different media, television, film and online.

DG2235 / Fotografía Profesional de Objeto

At the end of the course the student will be able to take photographic studio shots with various three-dimensional objects in a professional manner in order to generate the photographic material of the projects that will be made throughout his career to be integrated into the portfolio.

DG3300 / 2-D Information Systems Design Studio

At the end of the course the student will be able to graphically generate information design content related to texts, books, Web, presentations, infographics and graphics as well as correctly use the use of 2D information systems. This will be achieved through a course that links the theory with the implementation of the knowledge acquired after having analyzed and discussed them in groups.

DG3305 / Typographic System

At the end of the course the student will be able to apply the basic concepts of the use of typography in relation to texts through the creation and application of typographic systems, as well as the proper use in the writing and configuration of the same in order to link the knowledge with the putting into practice of the texts in the field of the editorial area.

DG3310 / Basic Digital Media

At the end of the course, the student will be able to analyze, conceptualize and realize audiovisual projects stimulating critical thinking and using visual narrative in order to expand the range of graphic application options in various audiovisual media.

DG3320 / 3-D Information Systems Design Studio

At the end of the course the student will be able to graphically generate information design content related to texts, books, Web, presentations, infographics and graphics as well as correctly use the use of 3D information systems. Describe the concepts of information design related to Texts, Books, Web, Presentations, Infographics, and Graphics to correctly use the uses of 3D information systems.

DG3325 / Beginning Web Design

At the end of the course the student will be able to use different tools and basic techniques of interface design, usability and interactivity, as well as necessary methodologies for the design and programming of effective Web pages using multimedia software and free access applications for the development of websites.

DG3330 / From Modernism to the Present Day

At the end of the course the student will be able to explain the milestones of the history of design and art, from Modernism to the present, in order to consider the impact of design on society from the context of their professional field and take advantage of it. optimal way. This will be achieved through the analysis and discussions of readings and research, coupled with field practice where the theoretical knowledge acquired is applied.

DG4400 / Graphic Design Strategies Studio

Graphic Design can be defined as the strategy that carries out the orderly process to meet objectives, an operation that has to take into account: the client, the problem, brief, background and premises, so it must analyze, interpret and define what the client or the company needs, make several options, and finally present a result that is the most optimal. Just this vision of design is what we will see in this course. To achieve this, we will know new tools of the design process that will help you to potentiate strategies and make more complete and congruent proposals.

DG4405 / Introduction to Typeface Design

The student will learn the use and management of software that is used in the design and production of typefaces through an analogue sketch process, combined with digital production. You will know the formal aspects of fonts and their design..

DG4410 / Design for New Digital Media

The student must develop skills that allow him to focus knowledge of technology, programming, multimedia and spaces, to interact with the user through experimental interfaces, developing integral experiences that produce a positive impact on the viewer.

DG4420 / Professional Graphic Design Studio

Define the strengths and weaknesses for creative development through the experiences of other people or companies in the field of design and define their own goals as a designer.

DG4425 / Typeface Design

The student will learn the use and management of software that is used in the design and production of typefaces through an analogue sketch process, combined with digital production. You will know the formal aspects of fonts and their design.

DG4435 / Graphic Design Portfolio

At the end of the course the student will be able to integrate the material developed throughout his professional career into a digital or printed portfolio in order to promote his talent, showing widely the knowledge and experience acquired, the graphic, typographic and / or photographic skills, the capacity for organization, creativity and workmanship that the student possesses.

DI3310 / Interdisciplinary Design Solutions

At the end of the course the student will be able to experience interdisciplinary learning through the development of specific projects with students from different design careers. Develop projects in conjunction with students from other design programs and value collaborative learning.

	DISCIPLINE		IDENTITY DESIGN		INFORMATION SYSTEM		STRATEGIES		PRACTICE	
	FIRST	SECOND	THIRD	FOURTH	FIFTH	SIXTH	SEVENTH	EIGHTH	NINETH	
PROFESSIONAL AREA	DG1100 12 Introduction to Visual Thinking Studio	DG1120 12 Fundamentals of Graphic Design Studio	DG2200 12 Basic Identity Design - Meaning and Form	DG2220 12 Identity System Design Studio	DG3300 12 2-D Information Systems Design Studio	DG3320 12 3-D Information Systems Design Studio	DG4400 12 Graphic Design Strategies Studio	DG4420 12 Professional Graphic Design Studio		
	AA1211 6 Life Drawing and the Human Figure	DG1125 6 Graphic Design Tools	DG2205 6 Anatomy of Typography	DG2225 6 Typographic Grid	DG3305 6 Typographic System	DG3325 6 Beginning Web Design	DG4405 6 Introduction of Typeface Design	DG4425 6 Typeface Design	DG4435 6 Graphic Design Portfolio	
	DG1110 6 Basic Photography for Designers	DG1130 6 Strategies for Image Making	DG2210 6 Foundations of Video for Designers	DG2230 6 Basic Graphic Animation	DG3310 6 Basic Digital Media	DG3330 6 From Modernism to the Present Day	DG4410 6 Design for New Digital Media	DI3310 6 Interdisciplinary Design Solutions		
	DG1115 6 Introduction to Graphic Design	DG1135 6 Digital Graphic Design Production	DG2215 6 Print and Digital Media	DG2235 6 Object Photography		CI2300 6 Advertisign	CI2305 6 Advertisign Campaigns		DG4440 6 Graphic Design Seminar	
COMPLEMENTARY STUDIES				AD1400 6 Marketing						
MANDATORY GENERAL STUDIES					THREE CONCENTRATIONS BRANDING Y PACKAGING - EDITORIAL DESIGN - INFORMATION DESIGN - ELECTIVES	DG3000 6 Form and Materials	DG3005 6 Branding for Packaging and Spaces	DG3010 6 Systems and Information		
	Leadership in Organizations	Interpretation of Statistical Information	Comparative International Contexts	Social Thinking of the Church		DG3030 6 Text and Image	DG3035 6 Bound Serial Structures	DG3040 6 Editorial and Publication Formats		
	Academic Writings	Global Competitions	General Elective Course A2	General Elective Course A2		DG3015 6 Signs and Iconography	DG3020 6 Interactive Systems	DG3025 6 Applied Information		
ELECTIVE GENERAL STUDIES				DG1000 6 Selected Studies in Graphic Design		DG1001 6 Actual Studies in Graphic Design	DG1002 6 General Studies in Graphic Design			
INTERNSHIP PROGRAM AND PEF					Social Service Workshop		DG4430 6 Graphic Design Internship Program	DG4445 12 Graphic Design Prof. Evaluation Program		
	36 CREDITS	36 CREDITS	36 CREDITS	36 CREDITS	36 CREDITS	36 CREDITS	42 CREDITS	42 CRÉDITOS	24 CREDITS	

330 CREDITS