



FIRST YEAR			SECOND YEAR		
SPRING	SUMMER	FALL	SPRING	SUMMER	FALL
<b>PD5005</b> Persuasive Design 6	<b>PD5004</b> Informative Design 6	Packaging Materials and Technologies 6	<b>PD5010</b> Investigation Methodology 6	<b>PD5011</b> Innovation Project I 6	<b>PD5012</b> Innovation Project II 6
Art State and Trends 6	Product Usability 6	Logistic 6	Design Business 6	Flexible Materials 6	Life cycle and Carbon Footprint 6
		Experimental Packaging Workshop 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**

### 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.

### Packaging Materials and Technologies

The student will know the materials and processes used for the production of packaging and packaging, in order to be able to select the right material for each product.

### Experimental Packaging Workshop

The student will know the laboratory equipment and the tests that can be done on the packaging, to validate the characteristics of the containers and packaging.

### Persuasive Design

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.

### Product Usability

The student will know and be able to apply the necessary skills to detect, analyze and enhance the factors that affect the motivation of users for product development.

### 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.

### Product Logistics

The student will be able to analyze the distribution systems to assess the risks and environmental conditions to which the products and packaging will be subjected during their commercialization.

### Investigation 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, this in order to start their degree work establishing a research topic and developing the literature consultation corresponding in national and international databases.

### Design Business

The student will develop the ability to analyze and apply theories and strategies of business models for design, in order to implement strategies for the viability of advanced real projects.

### Flexible Materials

The student will be able to explore the properties and characteristics of flexible materials, to apply them in the development of products and packaging.

### Innovation Project I

The student will have developed the necessary bases, such as the structuring and justification of a research project, to achieve the realization of an innovative project on a theme or case of graphic design through a research methodology.

### Innovation Project II

The student will have finished his proposed innovative project, with the objective of publicly exhibiting it, which should be based on a theoretical investigation and contain application in graphic design.

### Life cycle and Carbon Footprint

The student will be aware of the impact that a product or packaging can have on the environment and will evaluate the materials, processes and shelf life to know the carbon footprint of products and packaging.