

AA 1100 / Ideology in Images

At the end of the course the student will be able to analyze the concepts of ideology and image from different theoretical approaches in order to study the relationships between ideological activity and artistic practice.

AA 1101 / Art Fundamentals

At the end of the course the student will be able to have a basic understanding about the history, media, theory, the market and promotion of art, placing the artistic work in the time it was produced, the techniques in that it was made and will identify mechanisms for the promotion and extension of the work of art.

AA 1102 / Printmaking and Etching

At the end of the course the student will be able to learn procedures, techniques and materials of production of artistic engraving non-toxic media, practicing graphic serial printing, on the basis of a plate or matrix, to print.

AA 1104 / Paint Language

At the end of the course the student will be able to understand the basics of artistic painting, such as color, shape, graphic elements, using this knowledge to express ideas and feelings through painting, using techniques and procedures for the production of painting.

AA 1105 / Art After Cold War

At the end of the course the student will be able to analyze the condition of artistic production during the past 20 years of the 20th century from the point of view of the influence of the political and social events of the time and identify the relationship with the artistic production of the peripheral or emerging countries.

AA 1111 / History of Photography

The student will analyze the evolution of photography from its first manifestations until today and its interrelation with other cultural practices.

AA 1115 / The Classic World

At the end of the course the student will be able to analyze the influence of the phenomenon of globalization on local or regional cultures and reviewing the main roots which grew and flourished in the western world.

AA 1120 / Renaissance and the Two World Meeting

At the end of the course the student will be able to describe the European influence in the discovery of America; in order to explain the changes that modified the science, history, arts and trade from the encounter of the two continents.

AA 1131 / Drawing Objects

At the end of the course the student will be able to recognize the simple ways in which an object can be decomposed to then create and develop more complex representations through drawings of different objects.

AA 1145 / New Graphics

At the end of the course the student will be able to know the procedures, techniques and materials for the production of the Neo graphics, such as the mimeograph, photocopier, fax, templates and be able to apply these techniques in graphic works.

AA 1155 / Basic Drawing Integrated Workshop

At the end of the course the student will be able to understand the drawing of the great masters of the Renaissance drawings through technical solutions of teachings of the classical drawing and develop proposals of artistic production in the drawing.

AA 1160 / Printmaking and Drawing Integrated Workshop

At the end of the course the student will be able to communicate, understand and integrate different medieval engraving techniques; the engraving in the Renaissance; drawing on the masters of the Renaissance; the engraving and drawing workshop

AA 1165 / Basic Art Work Studio

At the end of the course the student will be able to describe and discuss the organization schemes in the process of studio teaching on the production of a work of art, to integrate theoretical and practical concepts in the development of a creative production.

AA 1171 / The End of Monarchy

At the end of the course the student will be able to recognize the works of art, understanding its meaning and historical context in order to assess its cultural value over time and which has today, from the effects associated to the end of monarchies. This will be done through the analysis of individual and group researches and readings and exercises related to the topic.

AA 1175 / General Art Theory

At the end of the course the student will be able to understand and analyze the main theoretical contributions of the classical world in art, to define and critique the artistic expressions in art.

AA 1500 / Tourist and Cultural Patrimony

At the conclusion of this course the student will be able to establish business management of tourism from a cultural perspective, offering the possibility of appropriating knowledge linked to the historical-cultural and natural heritage of a town.

AA 2100 / Art and Form Studio

At the end of the course the student will be able to understand, describe and integrate the different techniques of art; having as focal point art and how to create innovative thematic intentions.

AA 2101 / Photo Studio

At the end of the course the student will be capable of producing photographic images having as a resource of execution the photography studio.

Contact information

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AA 2105 / Art and Ideology Studio

At the end of the course the student will be able to express artistic creations assuming as a primordial element drawing, painting, multiple work, photography and digital imaging through the study of concepts that provide the frame of reference of the studies of integration of art and ideology.

AA 2110 / New Media Studio

At the end of the course the student will be able to describe and discuss organization schemes in the process of teaching study on the production of new media, to integrate theoretical and practical concepts in the creation of a creative production.

AA 2120 / Shape and Subject in Painting

At the end of the course the student will be able to describe the concepts of background, function and its relationship with the context of the visual message in the transformation of the theme to a creative way to achieve an artistic production..

AA 2125/ Cast and Relief

At the end of the course the student will be able to describe the concepts of composition, rhythm and proportion in the sculpture. Differentiate the concepts of cast and relief, to apply the relief in the exploration of space and its relationship to architecture and the cast as a vital tool for multiple production.

AA 2130 / Video and Sound Art

Upon completion of this course, students will be able to introduce editing and basic uses of video into productions. They will also apply different approaches to artistic production through audiovisual media in order to contextualize each piece according to the channel used for dissemination.

AA 2135 / Photography Project

Upon completion of this course, students will be able to produce an articulated photographic project through an intensive exploration of photography. Additionally, they will become acquainted with and identify the functions of photography, both in terms of analysis and its production, for the professional application of the photographic object by working on projects that have clearly defined objectives and goals.

AA 2140 / The Multiple Work and Stamp

At the end of the course the student will be able to describe and identify the knowledge of the history and geography of the evolution of the stamp and multiple work, the importance it has had at different times, its procedures and requirements, its uses and scope and the advantages that it represents today.

AA 2145 / Painting and New Supports

At the end of the course the student will be able to define non-traditional media, practicing new alternatives for creation in the development of painting.

Bachelor of Arts. Recognition of Official Validity of Studies (RVDE) granted by the Ministry of Public Education dated October 08, 2009 according to Agreement 20090937. Effective March, 2015.

**AA 2155 / Alternative Projects**

At the end of the course the student will be able to explore the themes and techniques to build an innovative, creative artistic proposal and contribution to artistic expression.

AA 2160 / Regional Art and Context

At the end of the course the student will be able to express knowledge in the art of the northeast region of Mexico, including the Border States of the American Union, as well as interpreting the authors, their works and the historical situation of the environment in which they originated .

AA 2165 / Monographs of the Regional Art

At the end of the course the student will be able to describe monographic studies on artists, movements or topics, referring to the production of art generated in the northeastern region of Mexico.

AA 3103 / Advanced Art Work Studio

At the end of the course the student will be able to describe and discuss the Organization schemes in the process of studio teaching in advanced production, to integrate theoretical and practical concepts in the creation of a creative production.

AA 3104 / Experimental Art Work Studio

Supported by practiced techniques and theoretical reflections, the student will be able to raise expressive proposals that will serve as an input to interact in discussion panels from them where arise the intentions of themes and content, taking as a reference a world of still images and motion; new media, new projects.

AA 3112 / Meaning, Art and Speech

At the end of the course the student will know the works of art, understood its meaning, its historical context, analyse techniques, methods, forms and content and will appreciate its cultural value over time, in order to apply acquired skills using the language specialist in the discourse of art.

AA 3117 / Assemble and Carving

Learn basic techniques of sculptural work. As a piece was created by subtraction of material or add it, know the advantages of one over the other, and what you get coming from one way or another, to also know the capabilities required of each technique.

AA 3121 / Multimedia and Video

Upon completion of this course, students will be able to describe the conceptual themes of videos in contemporary art, as well as the culture of electronic media, to produce video clips by applying theoretical reflections to art.

AA 3126 / The Still and Moving Image

The students will have learned about the creative possibilities of the use of images, which explores from the formal differences between static images.

AA 3131 / Art and the Web

At the end of the course the student will be able to describe and use the expertise of the creative possibilities of the network for art projects, such as the artistic production, forms of consumption and marketing. In addition, it will build a privileged space for the symbolic interchange on the Web as a means of electronic communication language. This, with the purpose of having a form of expression and communication of art in a medium most used nowadays (internet). The above will be achieved through analysis and group discussion of readings revised, coupled with the implementation of learned theoretical concepts.

AA 3136 / Sculpture and Space

Learn basic techniques of sculptural work. As a piece was created by subtraction of material or add it, know the advantages of one over the other, and what you get coming from one way or another, to also know the capabilities required of each technique.

AA 3141 / Installation Performance and New Proposals

At the end of the course the student will be able to explore new proposals in art, developing artistic expressions that pose new directions of expression, from installation, performance, to interactive art and contemporary resources.

AA 3146 / Regional Art: Projects

At the end of the course the student will be able to structure research projects on the regional art of the northeast, from the review of research methods and considering the current context of the region.

AA 4100 / Art Professional Practices

At the end of the course the student will be able to apply in the real work field, the criteria, knowledge and responsibilities formed and acquired through the study of the career.

AA 4105 / Art Final Evaluation Program

At the end of the course the student will be able to apply the knowledge acquired during their training in the field of art.

DI3310 / Interdisciplinary Design Solutions

The students will be able to develop projects jointly with students from other design programs, assessing collaborative learning, and experience interdisciplinary learning.

	FIRST	SECOND	THIRD	FOURTH	FIFTH	SIXTH	SEVENTH	EIGHT	NINTH
COMPOSITION	AA1155 12 Basic Drawing Integrated Workshop	AA1160 12 Printmaking and Drawing Integrated Workshop	AA1165 12 Basic Art Work Studio	AA2100 12 Art and Form Studio	AA2105 12 Art and Ideology Studio	AA2110 12 New Media Studio	AA3103 6 Advanced Art Work Studio	AA3104 6 Experimental Art Work Studio	
HISTORY	AA1115 6 The Classic World	AA1120 6 Renaissance and the Two World Meeting		AA1171 6 The End of Monarchy	AA1500 6 Tourist and Cultural Patrimony	AA1111 6 History of Photography	AD1400 6 Art After Cold War		
THEORY	AA1101 6 Art Fundamentals		AA1175 6 General Art Theory	AA1100 6 Ideology in Images			AA3112 6 Meaning, Art and Speech		
DRAWING, DESIGN Y GRAPHICS	AA1102 6 Printmaking and Etching	AA1103 6 Drawing Objects				AA1146 6 New Graphics		DI3310 6 Interdisciplinary Design Solutions	
PAINT AND SCULPTURE			AA1104 6 Paint Language	AA2125 6 Cast and Relief	AA2120 6 Shape & Subject in Painting	AA3117 6 Assemble and Carving			
PHOTOGRAPHY AND DGITAL MEDIA			DG1110 6 Basic Photography				AA2101 6 Photo Studio	AA2135 6 Photography Project	AA3131 6 Web and Art
VIDEO					AA2130 6 Video and Sound Art			AA3121 6 Multimedia and Video	AA3121 6 The Still and Moving Image
ELECTIVE COURSES OF GENERAL STUDIES		Selective Studies 6	Actual Studies 6	General Studies 6	THREE CONCENTRATIONS TRADITIONAL MEDIA - NEW MEDIA - ART AND RESEARCH		AA2140 6 The Multiple Work and Stamp	AA2145 6 Painting and New Supports	AA3136 6 Sculpture and Space
GENERAL MANDATORY COURSES	Comparative International Contexts 6	Interpretation of Statistical Information 6	Leadership in Organizations 6	Social Thinking of the Church 6			DG1130 6 Strategies for Image Making	AA2155 6 Alternative Projects	AA3141 6 Installation Performance and New Proposals
COMPLEMENTARY STUDIES	Academic Writings 6	Global Competitions 6					AA2160 6 Regional Art and Context	AA2165 6 Monographs of the Regional Art	AA3146 6 Regional Arts: Projects
PRACTICE AND FINAL EVALUATION COURSES			DG1125 6 Graphic Design Tools				AA4100 6 Art Professional Practices		AA4105 12 Art Final Evaluation Program
	42 CREDITS	42 CREDITS	48 CREDITS	42 CREDITS	30 CREDITS	30 CREDITS	36 CREDITS	30 CREDITS	30 CREDITS

330 CREDITS