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Course Catalogue

SUBJECT	MODULE	TYPE*	GRAPHIC DESIGN STUDIES																			
			CREDITS ECTS/ WEEKLY HOURS																			
			1°			2°			3°			4°										
			1st	2nd	WH	1st	2nd	WH	1st	2nd	WH	1st	2nd	WH								
Fundamentals of Design	Visual language	TP	8		4																	
	Creativity and project methodology	TP	4		2																	
	Anthropometrics and ergonomics	T				4	-	3														
Language and techniques of representation and communication	Freehand drawing. Drawings and sketches	P	5	-	4																	
	Design Expression techniques	TP		-	5	4																
	Representation Systems	TP	8		4																	
	Vector representation	TP	7		4																	
	Digital photography and media	TP	5		3																	
	Tridimensional modelling	P				5		3														
Sciences applied to design	Scientific fundamentals applied to graphic design	T				7		3														
	Eco design and sustainability	T					-	4	3													
History of art and design	Art history and aesthetics	T	4	-	3																	

	History of Design. Centuries XIX, XX and current	T	-	4	3													
Design culture	Graphic design theory and aesthetics	T							6		3							
Design management	Design management	T							6		3							
	Technical English	T				4		2										
Typography	Typography Composition I	TP	5	-	6													
	Typography II. From calligraphy to graffiti	TP	-	5	6													
	Typography III. Font design and font management	TP				8		5										
Technology applied to graphic design	Graphic arts	TP				8		4										
	Web design	TP							8		4							
	Photography for designers	P							4	-	4							
	Media	P							-	4	4							
	Introduction to motion graphics	TP										6	-	5				
History of graphic design	History of graphic design	T				4	-	4										
	Spanish graphic design. Andalucía	T				-	4	4										
Graphic design projects	Editorial design and layout	TP				6	-	6										
	Branding	TP				-	6	6										
	Illustration applied to design	P							6		3							
	Information design	TP										4	-	4				
	Packaging	TP							5	-	5							
	Advertising	TP							-	5	5							
	Motion graphic design	TP							8		4							

	Interactive design	TP																6	-	5			
	Graphic interiors	TP																	5	-	4		
	Project presentation	P																	3	-	3		
Graphic design management	Graphic design, innovation and business	TP																	4	-	4		
Optative Subjects		-																	8	4	8	-	5
*TYPE: T Theoretical; TP Theoretical and Practical; P Practical;																							

Visual language

First Grade

Module Complete course

ECTS 8

4 Weekly hours

Subject Fundamentals of Design

Knowledge of design fundamentals and understanding of its language; graphic alphabet, forms and structures, colour, texture, light, graphic space, interactions between art and design, analysing images through perception and expression.

Creativity and project methodology

First Grade

Module Complete course

ECTS 4

2 Weekly hours

Subject Fundamentals of Design

Creativity; introduction, etymology of the term and definitions. Social demand for creativity. Creativity processes, Nature Vs Culture. Techniques to enhance creativity. Basic principals of generating ideas, Project methodology through several authors. Process of design, Team working.

Anthropometrics and ergonomics

Second Grade

Module 1st Semester

ECTS 4

3 Weekly hours

Subject Fundamentals of Design

Contents The concept of anthropometric, ergonomics and bionics. The human dimensions and aurea proportion; data, types of data and percentiles. Use of charts and anthropometrics data. Standardization. Psychosocial aspects of ergonomics design; function, comfortability and pleasure. Usability and accessibility. Methodology related to the subject.

Freehand drawing Drawings and sketches

First Grade

Module 1st Semester

ECTS 5

4 Weekly hours

Subject Language and techniques of representation and communication

Contents Communication through the use of drawings and sketches. Expression of ideas, forms, dimensions and details through the use of hand drawing techniques. Taking notes and sketches from an existing object as well as limiting its dimensions to further representation. Using drawing and sketching to communicate insights and ideas.

Design Expression techniques

First Grade

Module 2nd Semester

ECTS 5

4 Weekly hours

Subject Language and techniques of representation and communication

Contents Life drawing using several techniques and procedures. Design expression techniques by hand; monochromes and colours techniques, dry and humid techniques. Experimental and additive techniques. Analysing forms and shapes, space, light and colour through expression techniques.

Representation Systems

First Grade

Module Complete course

ETCS 8

4 Weekly hours

Subject Language and techniques of representation and communication

Contents Bidimensional representation. Scales. Plane and descriptive geometry. Showing dimensions. Standardization in technical drawing. 3D representation. Axonometric perspective (isometric, oblique) Linear perspective (1 point, 2 points and 3 points) Sections using vanishing points. Introduction to model making.

Vector representation

First Grade

Module Complete course

ETCS 7

4 Weekly hours

Subject Language and techniques of representation and communication**Contents** Representation and expression through digital vector technology. Tools and vector graphic softwares.**Digital photography and media**

First Grade

Module Complete course

ECTS 5

3 Weekly hours

Subject Language and techniques of representation and communication

Photography; Introduction and fundamentals of digital and analogic cameras. Digital optimization and manipulation; processes and digital treatment of images. Improving images quality through software.

Contents Photography studio; artificial lighting. Genres in photography. Audio-visual media; technical and artistic evolution. Basic audio-visual language and related technology. Digital edition. Broadcasting according to the product, format and specific media.**Tridimensional modelling**

Second Grade

Module Complete course

ECTS 5

3 Weekly hours

Subject Language and techniques of representation and communication

3D shape analysis; analysis of 3D objects and artworks. Process of artistic abstraction; synthesis, geometrization and stylization as a graphic solution. Constructing shapes volumetrically; design

Contents process and creation of 3D shapes. From the sketch to the final proposal. Materials and techniques of 3D creation; flexible and rigid materials, laminable and mouldable ones. Working with textures. Creating basic moulds. Models.

Scientific fundamentals applied to graphic design

Second Grade

Module Complete course

ETCS 7

3 Weekly hours

Subject Sciences applied to design

Contents Basic Sciences; Maths, Physics and Chemistry applied to Design. Math; Arithmetic, Algebra, Trigonometry and Statistic. Physics; Physical magnitudes, Dynamics and Statics, Vectors. Physical properties of materials. Chemistry; magnitudes, structure and chemical property of substances. Methodology and experimentation related to the subject.

Eco design and sustainability

Second Grade

Module 2nd Semester

ECTS 4

3 Weekly hours

Subject Sciences applied to design

Contents A definition of Eco Design and sustainable development. Design for recycling and reusing. Good practices in sustainable design. Understanding the cycle of life. Environmental traces (carbon and water). Responsibility of governments and institutions, citizens and industry. Processes and strategies in Eco Design. Project and evaluation. European system of ecological labelling. Standards. Sustainable materials. Legal framework.

Art history and aesthetics

First Grade

Module 1st Semester

ECTS 5

3 Weekly hours

Subject History of art and design

Contents Evolution of Art and Aesthetic from the Antiquity. Theory of Art and Aesthetic. Historical avant garde. Nowadays art tendencies in the global world.

History of Design. Centuries XIX, XX and current

First Grade

Module 2nd Semester

ECTS 5

3 Weekly hours

Subject History of art and design

Contents Theory of Art and Design in the context of Art and Architecture. Knowledge, analysis and historical meaning of Design. Origin of the concept of design; Royal Industries, Industrial Revolution, Arts and Crafts, Modernism. Bauhaus and others design schools in Europe. Consolidation of design as a discipline. Spread of design since the world war 2nd. Tendencies, designers, remarkable contemporary design studios. Local concept of design; think globally and act locally. Methodology and experimentation related to the subject.

Graphic design theory and aesthetics

Third Grade

Module Complete course

ECTS 5

3 Weekly hours

Subject Design culture

Contents Importance of Design in contemporary society and culture. Concepts of communication and information in the context of global design. Theory of forma and Aesthetic. Practical and Aesthetic function. Symbiosis and transversality between Art-Design and Handicrafts. Fundamentals of Anthropology applied to Design. Theory and review of Design. Fundamentals of the culture and society of consumption. Multiculturalism and contexts of design; global and local interactions, Ethics and social responsibility of the designer. Methodology and experimentation related to the subject.

Design management

Third Grade

Module Complete course

ECTS 5

3 Weekly hours

Subject Design management

Contents Legislation and management of private and industrial property, patents and brands. Management and promotion of cultural, social and personal values. Sponsorship. Management and monitoring in corporative design. Fundamentals of economy and management of production. Methodology and experimentation related to the subject.

Technical English

Second Grade

Module Complete course

ETCS 3

3 Weekly hours

Subject Design management

English vocabulary related to the domain of design. Use of English in business. A review of English

Contents grammar related to this specific field. Reading and listening comprehension as well as oral communication skills.**Typography Composition I**

First Grade

Module Complete course

ECTS 4

4 Weekly hours

Subject Typography

Basic Typography. Letters and characters; lines of reference, morphology. Functional and formal classification. Typeface families. Typometrics. Basic composition. Typographic rhythm and counterpunch. Composition of words and text lines. Typography and layout. Aesthetic and Typography. Reading and readability. Typographic Hierarchy. Grids.

Contents**Typography II. From calligraphy to graffiti**

First Grade

Module Complete course

ECTS 4

4 Weekly hours

Subject Typography

Historical fundamentals of Calligraphy. Definition. Morphology of the letter. Tools for calligraphy. Tracing letters and its relation with tools and writing materials and surfaces. The concept of Ductus.

Contents Calligraphic traces. Drawing words. Historical evolution through calligraphy. Inking and industry. Inking styles. Design of letters in advertising and signage. New materials and surfaces for creating letters; the urban graffiti. New tools and technology for tracing letter.

Typography III. Font design and font management

Second Grade

Module Complete course

ETCS 8

5 Weekly hours

Subject Typography

Typographic form. The process of designing fonts. Creative fonts and inspirations. Handmade sketches and digital ones. Designing typographic forms. Digitalizing letters. Designing letters and

Contents some other signs. Creating polytypes. Anchors and classes. Spacing in typography. Digital typography functions. Typographic coding. Hinting. Management of digital fonts. Legal aspects; Copyrights in typography. Methodology and experimentation related to the subject.

Graphic arts

Second Grade

Module Complete course

ETCS 8

4 Weekly hours

Subject Technology applied to graphic design

Workflow in graphic production. Colour in graphic design. Colour management systems. Digital images. Colour modes and resolution. Colour testing. Scanning images. Pre-printing. Postscript.

Contents PDF. Adjust printing. Managing and setting a final draft. Materials; paper, types and characteristics. Others materials used in design. Printing techniques. Inks. Binding. Methodology and experimentation related to the subject.

Web design

Third Grade

Module Complete course

ECTS 8

4 Weekly hours

Subject Technology applied to graphic design

HTML, semantic and structural elements. Style sheets (CSS), elements of representation. Dynamic contents. Optimization of resources for internet. Designing and managing web design. Content

Contents management system (CMS). Specific software related to the subject. Methodology and experimentation related to the subject.

Photography for designers

Third Grade

Module 1st Semester

ECTS 4

4 Weekly hours

Subject Technology applied to graphic design

Contents Use of photography in graphic design. Photomontage and collage. Photography studio; editorial cover design, posterism and graphic publishing. Photography as a creative strategy in advertising. Photography in web design. Specific software related to the subject. Methodology and experimentation related to the subject.

Media

Third Grade

Module 2nd Semester

ECTS 4

4 Weekly hours

Subject Technology applied to graphic design

Media language. Media technology related to the processes of recording, editing, postproduction and broadcasting. Relationship between media technology and our current communicative model.

Contents Convergence of media formats and channels. Development, production and management of media projects, especially for those related to the area of digital communication and interactive media. Softwares related to the subject. Methodology and experimentation related to the subject.

Introduction to motion graphics

Fourth Grade

Module 1st Semester

ECTS 6

5 Weekly hours

Subject Technology applied to graphic design

Fundamentals of animation design. The creative process of animation; script, storyboard, model design. Digital procedures in animation. Softwares related to the subject. Methodology and experimentation related to the subject.

History of graphic design

Second Grade

Module 1st Semester

ECTS 4

4 Weekly hours

Subject History of graphic design

From graphic art to design. History of poster; French masters from XIX century. Art & Crafts. Art Nouveau. Avant-Garde and design. Design and politics. Art Decó. American design after world war

Contents II. Modern style in Europe. Influence of the second Avant-Garde in design. Contraculture and consumerism. The end of XX century and Information Society. Globalization and advertising. Graphic design nowadays. Methodology and experimentation related to the subject.

Spanish graphic design. Andalucía

Second Grade

Module 2nd Semester

ECTS 4

4 Weekly hours

Subject History of graphic design

Modernism in Spanish graphic design. Evolution of bullfight poster. Illustrated press. Poster design and illustration until 1936. Influence of Avant-Garde in Spanish design. Poster design during the civil

Contents war. Spanish design after the civil war; propaganda and advertising. Mass media in the second half of the XX century. The democratic transition. Andalusian graphic design. Last tendencies and trends. Remarkable designers nowadays. Methodology and experimentation related to the subject.

Editorial design and layout

Second Grade

Module 1st Semester

ECTS 6

6 Weekly hours

Subject Graphic design projects

Branding message, signs of identity in publications. The importance of researching and planning. Concepts of layout. The stylebook, establishing rules for diagraming. Hierarchy and layout. Criteria for margin setting. Fundamental rules for typographic box. Typographic grid; types and development.

Contents Uniformity and versatility in editorial design. Designing and composing typography; readability and visibility. Types of editorial products; magazines, newspapers, books, catalogues, flyers,.. Softwares related to the subject. Methodology and experimentation related to the subject.

Branding

Second Grade

Module 2nd Semester

ECTS 6

6 Weekly hours

Subject Graphic design projects

Contents Study of icons and the processes of interpretation of icons and signs. Brand positioning; the representative value of branding. The process of naming. Clues for branding. Branding architecture. The importance of brand image. Strategies for branding. Branding applications. Making of a branding manual. Methodology and experimentation related to the subject.

Illustration applied to design

Third Grade

Module Complete Course

ECTS 6

3 Weekly hours

Subject Graphic design projects

Contents Illustration; types and techniques. The process and development of an illustration. Scientific illustration. Advertising illustration, Editorial illustration, Literary illustration. Traditional illustration vs digital one. Uses of illustration in graphic design. Materials and processes. Methodology and experimentation related to the subject.

Information design

Fourth Grade

Module 1st Semester

ECTS 4

4 Weekly hours

Subject Graphic design projects

Contents Systems of visually representing data. Cognitive and perceptive processes in information design. History of data visualization. Methodology and processes in the field of information design. Designing charts; types of diagrams and specific objectives of each one. Database and systems of visual representation. New framework for representing digital and interactive infographics. Using digital tools and database to create infographics. Methodology and experimentation related to the subject.

Packaging

Third Grade

Module 1st Semester

ECTS 5

5 Weekly hours

Subject Graphic design projects

Contents Materials. Marketing and methodology. Methods of labelling. Planning in packaging. Types of containers and products for packaging. Communicational and practical function of packaging. The container as a silent seller. Packaging as a strategy of brand positioning enhancing the product's qualities. Sustainable packaging. Methodology and experimentation related to the subject.

Advertising

Third Grade

Module 2nd Semester

ECTS 5

5 Weekly hours

Subject Graphic design projects

Contents Elements of advertising communication. Levels of analysis in advertising images. Advertising argumentation and types of strategies in advertising. Persuading through advertising; types of persuasion and strategies. Styles in advertising. General typology in advertising. The structure in an advertising agency; workflow, projects, methodology and processes. Strategic design and marketing. Establishing strategies for communicating messages. Phases of creating a communication plan in advertising; slogan, copy strategy, creative strategy, media strategy. The making of an advertising campaign. Analysing mass media and its impact in the process and result in an advertising campaign. Methodology and experimentation related to the subject.

Motion graphic design

Third Grade

Module Complete Course

ETCS 8

4 Weekly hours

Subject Graphic design projects

From storyboard to screen. Graphic design in television. The composite grid in movement. Types of graphic signs. Creating multimedia content; headboards, banners, animations, visual effects. Tools

Contents for creating motion graphics. Motion typography; credit titles. Audio-visual formats and frameworks. Animation techniques. Motion graphic design. Motion in branding. Aesthetic and communication principles of motion graphics. Methodology and experimentation related to the subject.

Interactive design

Fourth Grade

Module 1st Semester

ECTS 6

6 Weekly hours

Subject Graphic design projects

Methodology and techniques in interactive systems. Interaction attributes and requirements.

Contents Conceptual map and structure within an interactive piece of information. Usability, accessibility and internationalization. Designing prototypes, documentation and evaluation. Methodology and experimentation related to the subject.

Graphic interiors

Fourth Grade

Module 1st Semester

ECTS 5

5 Weekly hours

Subject Graphic design projects

Process of design, developing a concept, project and finishing. Signage and its guiding function.

Contents Neon signs and electronic ones. Retail design. Teamwork with interior designers. Exhibition and stand design. Three-Dimensional Branding; corporate buildings, communication nodes, urban areas and stands. Graphic architecture. Logos, icons and typography in a 3D space. Developing global branding strategies. Ephemeral architecture and window dressing. Material and techniques. Methodology and experimentation related to the subject.

Project presentation

Fourth Grade

Module 1st Semester

ETCS 3

3 Weekly hours

Subject Graphic design projects

A presentation and ways of representing ideas and results. Script and argumentation. Rhetoric and **Contents**presentation of projects. Genres and parts of a speech. Stylistics resources, materials and media (PDF, powerpoint, media, digital based media). Doing a presentation: attitudes.

Graphic design, innovation and business

Fourth Grade

Module 1st Semester

ECTS 4

4 Weekly hours

Subject Graphic design management

Communication and marketing in graphic design. Promoting a product, project or business. Market research. Investigating and planning media. New ways of communication and its value within the

Contentsgraphic design business. Price and distribution of products. Trade planning. Resources, costs and managing a professional activity. The value of graphic design. Business innovation. Overcoming changes. Leadership. Methodology and experimentation related to the subject.

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