



# GRAPHIC DESIGN

240 ECTS

4 YEARS

BACHELOR'S DEGREE

ERASMUS +

In our school, you will learn as you work on real projects which are designed to let the student acquire all the skills needed to success in a professional environment.



MAKE YOUR DREAM COME TRUE

# GRAPHIC DESIGN

**i** First semester – October January  
Second semester – February June

In the era of information, visual communication is a key element to succeed, that makes the Graphic Designer a professional with a brilliant future.

This is a versatile degree that prepares people to work in advertising agencies, web designing, animation studios, illustration, etc ...

ESADA is an institution within the EHEA, young, vibrant and highly prepared to meet the challenges of current and future society. All our programmes are official and regulated by the Spanish Government and the Regional Ministry of Education.

We train professionals and leaders in different fields of Design as well as Restoration of Cultural Property, they are effectively prepared for their insertion into an increasingly demanding labour market.

ESADA is leader in various fields such as:

- Betting in Project Based Learning (PBL) in all our degrees.
- Promoting innovation and research projects, which place us at the forefront of design schools in Spain.
- Offering an advanced English language programme throughout all the years.

All our efforts are focused to guarantee future employment for our students, this is our first priority in our educational project.

We are pleased to welcome our international students to our centre.

**ES** Subject conducted in Spanish.

## FIRST YEAR

SUBJECT | ECTS

### ANNUAL SUBJECTS

Visual Language	8
Creativity and project methodology	4
Representation systems	8
Vectorial representation	7
Digital photography and audio-visual media <b>ES</b>	5

### FIRST SEMESTER SUBJECTS

Freehand drawing <b>ES</b>	5
History of art and aesthetics	4
Typography I. Composition	5

### SECOND SEMESTER SUBJECTS

Expression techniques in design <b>ES</b>	5
History of design. XIX, XX, and current centuries	4
Typography II. From calligraphy to graffiti	5

## SECOND YEAR

SUBJECT | ECTS

### ANNUAL SUBJECTS

3D construction	5
Scientific fundamentals applied to design	7
Technical English	4
Typography III. Design and management <b>ES</b>	8
Material, technology and graphic production	8

### FIRST SEMESTER SUBJECTS

Anthropometry and ergonomics	4
History of graphic design	4
Editorial design and layout	6

### SECOND SEMESTER SUBJECTS

Eco-design and sustainability <b>ES</b>	4
Spanish graphic design. Andalusia	4
Visual identity design	6

## THIRD YEAR

SUBJECT | ECTS

### ANNUAL SUBJECTS

Theory and culture of Design	6
Design management <b>ES</b>	6
Web Design and Development	8
Illustration applied to design	6
Motion Graphics	8
Optional subjects	8

### FIRST SEMESTER SUBJECTS

Photography Applied to Design <b>ES</b>	4
Design applied to packaging	5

### SECOND SEMESTER SUBJECTS

Audio-visual Media <b>ES</b>	4
Advertising campaign	5

## FOURTH YEAR

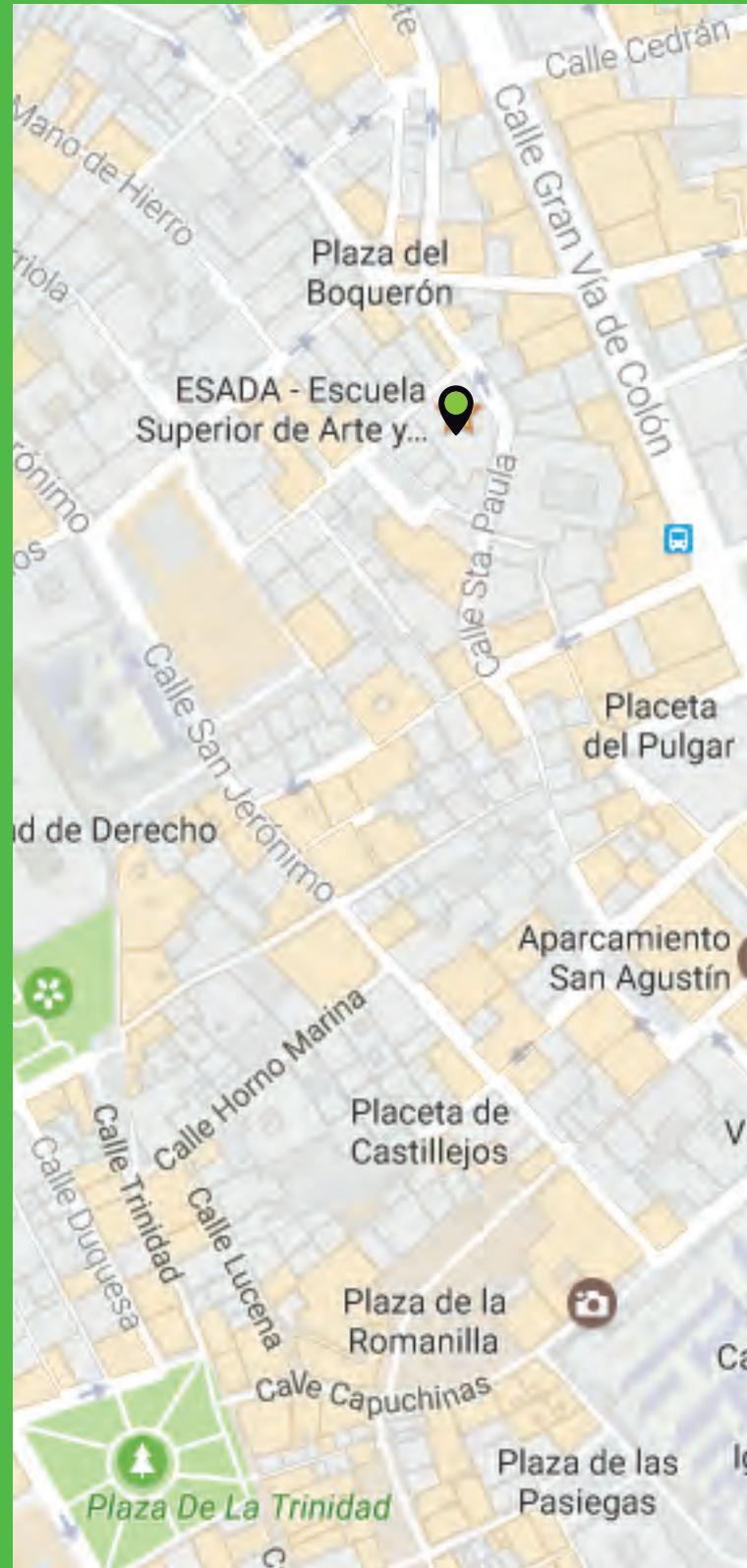
SUBJECT | ECTS

### FIRST SEMESTER SUBJECTS

Introduction to animation	6
Information Design <b>ES</b>	4
Interactive Design <b>ES</b>	6
Spatial Graphics	5
Presentation and Project Rhetoric	3
Graphic design, innovation and business	4
Optional subjects	8

### SECOND SEMESTER SUBJECTS

Final project	12
Practicum	12



ADDRESS **C/ Santa Paula, 33**  
**18001 - Granada**  
(Spain)

WEB **[www.esada.es](http://www.esada.es)**

PHONE **(+34) 958 29 28 44**

MAIL **[internacionalizacion@esada.es](mailto:internacionalizacion@esada.es)**

