



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

 First semester – October January
Second semester – February May

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. 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

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.

Our classes are taught in Spanish, therefore we recommend to have an A2 level of the language for its correct understanding.

FIRST YEAR

SUBJECT | ECTS

FIRST SEMESTER SUBJECTS			SECOND SEMESTER SUBJECTS		
1GL.V.	Visual Language	4	1GL.V.	Visual Language	4
1GCMP	Creativity and project methodology	2	1GCMP	Creativity and project methodology	2
1GCMP	Representation systems	4	1GCMP	Representation systems	4
1GRV	Vectorial representation	3.5	1GRV	Vectorial representation	3.5
1GFDMA	Digital photography and audio-visual media	2.5	1GFDMA	Digital photography and audio-visual media	2.5
1GDMA	Freehand drawing	5	1GTED	Expression techniques in design	5
1GHA	History of art and aesthetics	4	1GHDS	History of design. XIX, XX, and current centuries	4
1GTIC	Typography I. Composition	5	1GTII	Typography II. From calligraphy to graffiti	5

SECOND YEAR

SUBJECT | ECTS

FIRST SEMESTER SUBJECTS			SECOND SEMESTER SUBJECTS		
2GCTR	3D construction	2.5	2GCTR	3D construction	2.5
2GFCAD	Scientific fundamentals applied to design	3.5	2GFCAD	Scientific fundamentals applied to design	3.5
2GIT	Technical English	2	2GIT	Technical English	2
2GTDYG	Typography III. Design and management	4	2GTDYG	Typography III. Design and management	4
2GMTPG	Material, technology and graphic production	4	2GMTPG	Material, technology and graphic production	4
2GAYE	Anthropometry and ergonomics	4	2GEYS	Eco-design and sustainability	4
2GHDG	History of graphic design	4	2GDGEA	Spanish graphic design. Andalusia	4
2GDEYM	Editorial design and layout	6	2GDIV	Visual identity design	6

THIRD YEAR

SUBJECT | ECTS

FIRST SEMESTER SUBJECTS			SECOND SEMESTER SUBJECTS		
3GTYC	Theory and culture of Design	3	3GTYC	Theory and culture of Design	3
3GGDD	Design management	3	3GGDD	Design management	3
3GDYDW	Web Design and Development	4	3GDYDW	Web Design and Development	4
3GILAD	Illustration applied to design	3	3GILAD	Illustration applied to design	3
3GDGMV	Motion Graphics	4	3GDGMV	Motion Graphics	4
3GFAD	Photography Applied to Design	4	3GMAV	Audio-visual Media	4
3GDAE	Design applied to packaging	5	3GCAPU	Advertising campaign	5
3GOS	Optionals subjects ¹	4	3GOS	Optionals subjects ²	4

FOURTH YEAR

SUBJECT | ECTS

FIRST SEMESTER SUBJECTS		
4GINT.AN	Introduction to animation	6
4GDI.IN	Information Design	4
4GDIS.IN	Interactive Design	6
4GGR.ES	Spatial Graphics	5
4GPYRPR	Presentation and Project Rhetoric	3
4GDGIYE	Graphic design, innovation and business	4
4GOS	Optional subjects ³	8

It is only possible to take one optional subject per semester.

¹Optionals subjects - Third Year (First Semester)

- Programming and maker culture for designers
- Photography, art direction and visual merchandising
- Web design and marketing 1: Layout and user experience
- Video editing 1: audiovisual production
- Digital Marketing 1
- AI tools
- Spanish class (4 credits)*

²Optionals subjects - Third Year (Second Semester)

- Textile materials in design
- Video editing 2: audiovisual innovation
- Design and marketing 2: Wordpress
- Digital Marketing 2
- Gamification and user experience
- Spanish class (4 credits)*

³Optionals subjects - Fourth Year (First Semester)

- English for research
- Video editing 3: Videomapping
- Web design and marketing 3: analytics and marketing
- Digital marketing 3
- Spanish class (4 credits)*



Junta de Andalucía

Consejería de Educación

958 29 28 44

C/ Trinidad, 4. Granada

www.esada.es



JARDÍN
BOTANICO

GRAN VÍA
DE COLÓN

ESCUELA SUPERIOR
DE ARTE Y DISEÑO
DE ANDALUCÍA

CATEDRAL

PLAZA
TRINIDAD