

CENTER OF DESIGN AND CONSTRUCTION SCIENCES
UNDERGRADUATE DEGREE IN GRAPHIC DESIGN

OBJECTIVE

To train undergraduate professionals in Graphic Design, within the values of humanistic culture; able to solve problems of visual communication, mainly in the fields of information design, corporate identity and brand design, advertising and / or propaganda, editorial design, design for digital media, reproduction of printed media and prepress and the design of photographic image.

The graduate should be competent to execute entrepreneurial management and implement Graphic Design assisted by innovation and creativity, permanently committed to local, regional and national development, always with a sustainable approach.

DESIRABLE ADMISSION PROFILE:

To be admitted to the degree in Graphic Design, the applicant must cover the following aspects:

Commensurable Traits:

The applicant must present the National Admission Test for Higher Education **EXANI II**, which consists of two large sections:

1. Selection Examination in which the following areas will be evaluated:

- Logical and mathematical reasoning
- Mathematics
- Verbal reasoning
- Spanish language
- Information and communication technologies

2. Humanities Diagnostic Exam, in which the following areas will be evaluated:

- Arts
- Philosophy
- History
- Literature
- English language

Incommensurable Traits:

- Interest in drawing
- Liking for the use of design software
- Interest in the graphic arts
- Liking for photography
- Interest in Art History
- Abstract Thinking capacity

GRADUATE PROFILE:

Abilities:

- To effectively communicate in Spanish and English, both in oral and in written forms in the different scenarios that their professional performance requires.
- To appreciate and manage the characteristics of the form, the color and graphic composition.
- Identify areas of opportunity for Graphic Design to participate on business development.
- To plan, manage and supervise the design and production of photographic images.
- To contextualize the problems of graphic communication, based on the analysis of social, economic, legal, political and cultural dynamics.

- To structure strategies for the detection and diagnosis of visual communication problems.
- To formulate and implement Graphic Design projects with a sustainable approach.
- To configure informative and/or persuasive graphic discourses, based on problems of visual communication.
- To design messages for the different visual communication mediums, using analog and digital tools.
- To control the quality, time and costs of graphic design in print, virtual and alternative spaces by supervising the production and post-production processes of the product.
- To supervise and evaluate the relevance of the Graphic Design project, in its specific areas of application.
- To manage, give counsel and implement Graphic Design projects in the different areas of visual communication, always with a sustainable approach.

Knowledge:

- Of oral and written techniques of communication, argumentation, configuration and persuasion related to the discipline of Graphic Design.
- Of the language of the signs and its processes, for their conceptualization and configuration in print and digital media.
- Of typography applied to Graphic Design in print and digital media.
- Of the form, its background, meanings and trends in the different artistic and cultural movements.
- Of the standards of quality for photographic, printed and digital products.
- Of social, economic, legal, political and cultural contexts involved locally, regionally and nationally in the processes of Graphic Design.
- Of the methods, techniques and processes of Graphic Design.
- Of anthropological and ethnographic techniques of social research, for the identification of visual communication problems.
- Of strategic planning with a sustainable approach for the innovation and solution of Graphic Design problems.
- Of layout techniques to ease the processes of reading and understanding visual information.
- Of the techniques for analog and digital representation.
- Of programming languages and design of interfaces for analog and digital editorial layout.
- Of the cost and budgeting of Graphic Design projects.
- Of a second language on a basic level.
- Of the processes and procedures of prepress, for the correct layout of digital files for different printing media: offset, digital, screen printing, etc.
- Of quality considerations, processes and technical language for the supervision of the production and postproduction of printed and digital products.
- Of the administration, consulting and management processes for Graphic Design.

Attitudes:

- Analytics
- Observation
- Innovation
- Methodical
- Proactivity and assertiveness
- Entrepreneurial
- Disposition for team work
- Openness to change
- Interest on continuous upgrade
- Professional

Values:

- Ethics
- Autonomy and social responsibility

- Humanism
- Pluralism
- Sustainability
- Equality

WORK FIELD:

The graduate of the degree in Graphic Design will be able to provide their professional services independently or as a member of a public or private organization in:

1. Governmental organizations, in the areas of institutional communication.
2. Private companies, in the areas of product generation, market analysis and/or communication, both internally and externally.
3. Design's consultancy and management in an independent manner.
4. Marketing and/or advertising agencies, as well as e-commerce.
5. Non-governmental organizations and civil associations.
6. Companies of the graphic arts sector.
7. Mass media.

The graduate on Graphic Design is able to provide services both as an employee and/or as a freelancer and independent consultant; they have ability to adapt to the context, managing projects from the earliest stages up to the directive responsibilities.

DURATION:

Nine semesters

CURRICULUM 2013

DEGREE 27

	1 st semester	T	P	C	Center	Department
Drafting		2	2	6	Arts and Culture	Letters
Graphic Configuration Processes I		3	5	11	Design & Construction	Representation
Graphic Representation I		0	4	4	Design & Construction	Representation
Digital Vector Representation		0	6	6	Design & Construction	Representation
Photography		2	3	7	Design & Construction	Prototype Manufacturing
Color for Graphic Design		2	2	6	Design & Construction	Prototype Manufacturing
Humanist Training Institutional Program						
Foreign Languages Institutional Program						
	2 nd semester	T	P	C	Center	Department
Copywriting		2	2	6	Arts and Culture	Letters
Graphic Design Background		4	0	8	Design & Construction	Theory & Methods
Graphic Configuration Processes II		3	3	9	Design & Construction	Representation
Typography I		3	3	9	Design & Construction	Representation
Graphic Representation II		0	6	6	Design & Construction	Representation
Manipulation and Digital Image Editing		0	6	6	Design & Construction	Representation
Humanist Training Institutional Program						
Foreign Languages Institutional Program						

3 rd semester	T	P	C	Center	Department
Semiotics	4	0	8	Social & Humanities	Communication
Social Psychology of Graphic Communication	4	0	8	Social & Humanities	Psychology
Graphic Configuration Processes III	3	3	9	Design & Construction	Representation
Typography II	0	5	5	Design & Construction	Representation
GENESA (Gestalt Principles in Graphic Design)	0	4	4	Design & Construction	Representation
Graphic Representation III	0	6	6	Design & Construction	Representation
Humanist Training Institutional Program					
Foreign Languages Institutional Program					
4 th semester	T	P	C	Center	Department
Theory of Graphic Design I	4	0	8	Design & Construction	Theory & Methods
Administration	4	0	8	Economic & Administrative	Administration
Information Design I	3	3	9	Design & Construction	Representation
Analogic Illustration	0	6	6	Design & Construction	Representation
Digital Editorial Layout	2	4	8	Design & Construction	Representation
Reproduction of Printed Media and Prepress I	2	4	8	Design & Construction	Prototype Manufacturing
Humanist Training Institutional Program					
Foreign Languages Institutional Program					
5 th semester	T	P	C	Center	Department
Theory of Graphic Design II	4	0	8	Design & Construction	Theory & Methods
Theory of Publicity	4	0	8	Social & Humanities	Communication
Foundations of Marketing	4	0	8	Economic & Administrative	Marketing
Editorial Design I	3	5	11	Design & Construction	Representation
Information Design II	2	3	7	Design & Construction	Representation
Reproduction of Printed Media and Prepress II	2	3	7	Design & Construction	Prototype Manufacturing
6 th semester	T	P	C	Center	Department
Project Methodology I	2	2	6	Social & Humanities	Education
Argumentation Theory	4	0	8	Social & Humanities	Philosophy
Consumer Behavior	4	0	8	Economic & Administrative	Marketing
Editorial Design II	3	3	9	Design & Construction	Representation
Publicity Graphic Design	3	3	9	Design & Construction	Representation
Web Graphic Design	0	5	5	Design & Construction	Representation
Professional Practice Institutional Program					
7 th semester	T	P	C	Center	Department
Project Methodology II	2	2	6	Social & Humanities	Education
Professional Ethics	2	2	6	Social & Humanities	Philosophy
Business Communication	4	0	8	Social & Humanities	Communication
Corporate Identity Design I	3	5	11	Design & Construction	Representation
Digital Illustration	0	5	5	Design & Construction	Representation
Professionalizing Optional Subject					
Professional Practice Institutional Program					
Social Service Program					
8 th semester	T	P	C	Center	Department
Graphic Design Projects Budgeting	0	4	4	Design & Construction	Representation
Strategic Design I	3	3	9	Design & Construction	Representation
Corporate Identity Design II	3	5	11	Design & Construction	Representation
Professional Presentation of Projects	3	3	9	Design & Construction	Representation
Professionalizing Optional Subject					
Professional Practice Institutional Program					
Social Service Program					
9 th semester	T	P	C	Center	Department
Evaluation of Graphic Design Projects	2	2	6	Design & Construction	Representation
Contracts and Legal Guidelines for Graphic Design	4	0	8	Social & Humanities	Law
Strategic Design II	3	3	9	Design & Construction	Representation
Integral Workshop	3	6	12	Design & Construction	Representation

INSTITUTIONAL PROGRAMS:

- Professional Practice
- Social Service
- Tutoring
- Mobility and Academic Interchange
- Foreign Languages Institutional Program
- Humanist Training Institutional Program

DEGREE REQUIREMENTS:

The graduate must adhere to the established on the XIV chapter of the technical level, senior university technician and undergraduate degrees, described on the 156th article of the General Teaching Regulation, which states the following:

"Once accredited all the subjects and requirements indicated in the curriculum of the careers of technical level, senior university technician and undergraduate, the graduate may request the issuance of his degree in the Department of Scholar Control, after fulfilling the following:

- I.- To have complied with the requirements of Social Service, Humanistic Training, Professional Practices and Foreign Languages, defined in the institutional programs;
- II.- To show no debt owed to the Autonomous University of Aguascalientes;
- III.- To have covered the quota established in the arbitration plan for obtaining the degree; and
- IV.- To have presented the exit exam."