

ADVERTISING GRAPHICS CYCLE (1)

The School of Arts and Higher Design of Alcoi offers the specialty of Advertising Graphics. A two-year short cycle aimed at students who want to work in editorial design, advertising design, signalectics, packaging, audiovisual graphics, and motion graphics; to name a few of the many fields. This cycle deals with both, traditional and digital techniques, and encompasses the cultural, artistic, and formal contents a technician in advertising graphics needs to master following a project-centered methodological approach.



First year Advertising Graphics cycle

Subject	ECTS
<i>Fundamentals of the Visual Expression and Representation</i>	4
<i>Theory of the image</i>	2
<i>Digital Means</i>	4
<i>Photography</i>	3
<i>Typography</i>	3
<i>Fundamentals of the Graphic Design</i>	4
<i>Audiovisual Language and Technology</i>	5
<i>Advertising Graphics Project Work</i>	8
<i>Labour Guidance</i>	2
<i>Foreign Language(English)</i>	2

Second year Advertising Graphics cycle

Subject	ECTS
<i>Advertising and Marketing Theoretical Approach</i>	4
<i>Interactive Resources Applied to Advertising Graphics</i>	2
<i>Resources for Advertising Photography</i>	4
<i>Comprehensive Project Work</i>	3
<i>Enterprise and Entrepreneurship</i>	3
<i>Advertising Graphics Project Works</i>	4
<i>Historical Background of the Graphic Image</i>	5
<i>Typography</i>	8
<i>Foreign Language(English)</i>	2



ILLUSTRATION CYCLE (1)

The professional fields of the illustrator are many: Advertising design, television, publicity, cinema, press, multimedia, etc. The illustrator works very closely with designers, art directors, and publishers. The illustration technician can work either as a free-lancer or as a member of a team within an enterprise or a design studio. Apart from the technical and artistic contents, they have to study legal and organizational aspects related to an illustration project work, such as copyrighting, and others.



First year Il.lustration cycle

Subject	ECTS
<i>Fundamentals of the Visual Expression and Representation</i>	4
<i>Theory of the Image</i>	2
<i>Digital Means</i>	4
<i>Photography</i>	3
<i>History of the Illustration</i>	2
<i>Drawing Techniques Applied to the Illustration</i>	5
<i>Spatial Representation Applied to the Illustration</i>	2
<i>Theory and Practice of the Animation</i>	3
<i>Typographic Resources</i>	3
<i>Illustration Project Works</i>	5
<i>Foreign Language(English)</i>	2

Second year Il.lustration cycle

Subject	ECTS
<i>Drawing Techniques Applied to the Illustration</i>	5
<i>Spatial Representation Applied to the Illustration</i>	2
<i>Graphic Expression Techniques</i>	5
<i>Industrial Graphic Production</i>	3
<i>Traditional Graphic Techniques</i>	3
<i>Interactive Resources Applied to the Illustration</i>	2
<i>Illustration Project Works</i>	7
<i>Comprehensive Project Work</i>	4
<i>Enterprise and Entrepreneurship</i>	2
<i>History of the Illustration</i>	2
<i>Foreign Language(English)</i>	2



ANIMATION CYCLE (1)

The student of the cycle of animation will be formed in the field of drawing by means of working in the design of characters and the graphic representation of light and space. They will learn digital animation, as well as traditional 2D and 3D animation. In addition, they will learn the organisational, technical, economic, and legal aspects necessary to carry out projects of animation. The student will know the history of the animation and the innovative and independent animation schools.



First year Animation cycle

Subject	ECTS
<i>Fundamentals of the Visual Expression and Representation</i>	4
<i>Theory of image</i>	2
<i>Computer Means</i>	4
<i>Photography</i>	3
<i>Audiovisual Language and Technology</i>	2
<i>Animaton Techniques</i>	5
<i>Animation Projects</i>	6
<i>The Script and the Narrative Structure</i>	3
<i>Drawing Applied to Animation</i>	4
<i>Foreign Language</i>	2
<i>Labour Guidance</i>	2

Second year Animation cycle

Subject	ECTS
<i>Computer Means Applied to Animation</i>	5
<i>Drawing Applied to Animation</i>	5
<i>Animaton Techniques</i>	5
<i>history of Animation</i>	3
<i>Audiovisual Language and Technology</i>	3
<i>Animation Projects</i>	8
<i>Comprehensive Project Work</i>	4
<i>Enterprise and Entrepreneurship</i>	2
<i>Foreign Language</i>	2