

EUROPASS SUPPLEMENT TO THE DIPLOMA OF TÉCNICO SUPERIOR DE ARTES PLÁSTICAS Y DISEÑO (HIGHER EDUCATION IN PLASTIC ARTS AND DESIGN)

TÉCNICO SUPERIOR DE ARTES PLÁSTICAS Y DISEÑO EN GRÁFICA INTERACTIVA
(DIPLOMA OF HIGHER EDUCATION IN PLASTIC ARTS AND INTERACTIVE GRAPHIC DESIGN)

DIPLOMA DESCRIPTION

The holder has acquired General Skills relating to:

Devising and creating multimedia work of technical, artistic and communicative quality. Planning and executing interactive product projects that integrate and develop in the best way possible, concepts of interface usability, information and accessibility architecture, digital graphics, video, audio and others, depending on the communicative objectives of the assignment. Organising and carrying out the different phases of the project and the corresponding quality controls until a multimedia product of professional quality is obtained.

Within this framework, each PROFESSIONAL MODULE includes the following LEARNING RESULTS that the holder acquires:

“Fundamentos de la representación y la expresión visual” (fundamentals of visual representation and expression)

The title holder:

- Analyses the elements that make up the representation of space in a two-dimensional medium and the interrelationships that are established between them.
- Correctly uses elements and techniques of plastic and visual language to represent images graphically.
- Adapts the graphic representation to the communicational objectives of the message.
- Understands the fundamentals and the theory of colour, its importance in artistic-plastic creative processes and uses them in a creative way to represent images graphically.
- Analyses the colour and other elements of plastic and visual language found in different two- and three-dimensional images.
- Exercises the capacity to invent, devise and develop aesthetic and creative sensitivity.

“Teoría de la imagen” (the theory of image)

The title holder:

- Identifies, evaluates and interprets images applying different analysis models.
- Understands the theoretical principles of visual perception.
- Interprets the meaningful codes of an image.

- Identifies and evaluates the expressive and communicative function of an image in its context.
- Identifies and analyses communication strategies in an image.
- Understands the different production areas and scenarios of fixed and moving images.

“Medios informáticos” (IT media)

The title holder:

- Analyses the evolution of IT media in today's society and the presence of new technologies with which to create and edit multimedia images.
- Understands IT fundamentals, the relationship between hardware and software and their characteristics and functions.
- Understands and applies the fundamental concepts of digital vectorial images and bitmap images, the treatment of digital typography, colour systems and the right formats for each requirement.
- Digitalizes images, stores them and converts them to appropriate formats.
- Understands and uses applications found in specific IT design programmes.
- Uses IT media as instruments for devising, managing and communicating his or her own work.

“Fotografía” (photography)

The title holder:

- Understands and masters photographic technique and technology.
- Understands photographic language, its dimensions and particularities.
- Uses photography in interactive graphic projects.
- Knows how to handle photographic images suitable for interactive graphic projects.

“Historia de la imagen audiovisual y multimedia” (history of audiovisual and multimedia image)

The title holder:

- Knows the origins of moving images and their conceptual, aesthetic and technical evolution.
- Understands the language and the distinctive features of the different media and manifestations of audiovisual communication.
- Knows the historic, formal and technological evolution of audiovisual and multimedia media and identifies the main production centres, authors and works.
- Typifies the different manifestations of audiovisual communication and their evolution in relation to the aesthetic concepts of the historic-artistic context.
- Connects the evolution of audiovisual media and techniques and new technologies with the formal and aesthetic aspects of audiovisual and multimedia images.
- Analyses and evaluates audiovisual and multimedia products in their technological, artistic, communicative and expressive dimensions.

- Assesses current audiovisual and multimedia images on the basis of historical-artistic knowledge, and with his or her own taste and sensitivity.

“Recursos gráficos y tipográficos” (graphic and typographic resources)

The title holder:

- Identifies and analyses the communicative and expressive graphic design resources in its different areas.
- Knows how to use composition, typography, colour and images to communicate messages and ideas in interactive media.
- Analyses the formal and functional characteristics of typography and typographic composition.
- Explores the communicative possibilities of typographic elements in efficiently transmitting messages and ideas in digital media.
- Knows how to structure media and how to order the elements that form part of the graphic discourse, bearing in mind the communicational objectives of the task.
- Assesses the particularities of interactive media in relation to the expressive and communicative possibilities of the graphic resources.

“Lenguaje de programación” (programming language)

The title holder:

- Masters basic programming concepts.
- Designs algorithms and programmes of professional quality in the context of interactive graphic internships.
- Knows the different types of structures: files and databases.
- Knows the different types of databases and their components.
- Begins to use conceptual design methodology for databases and for database management systems.

“Interfaces gráficas de usuario” (graphic user interfaces)

The title holder:

- Understands and assesses the evolution of interfaces and their importance in productive and commercial processes.
- Understands the variables that intervene in interaction processes between people and computers, the permissions and restrictions of a user interface.
- Analyses the technical particularities that intervene in interaction processes between people and computers, users' needs and the possibilities that technology offers to adapt the interface to these needs.
- Knows the input and output devices.
- Knows the user interface implementation procedures and the types of and the techniques for making prototypes.

- Specifies the main characteristics and conditioning factors of a graphic user interface.
- Designs and implements a graphic user interface in the context of interactive graphic.
- Assesses the design of graphic user interfaces using technical and artistic criteria.

“Lenguaje y tecnología audiovisual” (audiovisual language and technology)

The title holder:

- Understands the evolution and the language of moving images and analyses the codes and dimensions of audiovisual language.
- Knows the syntaxes and the semantics of audiovisual graphics, the unique characteristics of audiovisual media and how they differ from other media.
- Explores the expressive and artistic possibilities of the audiovisual narrative and applies them when creating multimedia works.
- Handles basic techniques and technology for creating audiovisual works.
- Analyses and assesses multimedia products and issues a critical documented opinion as to his or her own work and that of others.
- Interprets and creates work in audiovisual media, within the context of the speciality.
- Correctly uses terminology that is appropriate to the subject.
- Develops his or her own graphic communication capacity, invention and eloquence.

“Proyectos de gráfica interactiva” (interactive graphic projects)

The title holder:

- Understands the particularities of communication, design and graphic resources for different electronic media.
- Plans and develops the design process of interactive documents and carries out the quality controls that make it possible to solve such technical, artistic and communication problems that may arise.
- Masters electronic editing on the Web and in other multimedia elements for sharing information and applies them in interactive graphic case studies.
- Applies the basic concepts and procedures for creating interactive films when creating multimedia products within the field of interactive graphics.
- Uses audio and video technologies and work-in-progress and end formats when creating interactive documents.
- Applies, within the context of the speciality, basic programming concepts for multimedia tools using authoring languages.
- Applies, within the context of the speciality, the essential principles and practices of design, production, work organisation and the diffusion of interactive systems.
- Masters the technologies that are needed to develop interactive documents of professional quality.

- Correctly plans the execution of the different phases of an interactive graphic project and develops it until he or she obtains an end product of technical, artistic and communicative quality.
- Evaluates the execution of interactive works as an opportunity to experiment, create and communicate and for personal artistic expression.
- Issues a critical and documented opinion of his or her own work and the results obtained.
- Knows the specific regulations that apply to interactive graphic.

“Proyecto integrado” (integrated project)

The title holder:

- Proposes and carries out an interactive graphic project of technical, artistic and communicational quality.
- Undertakes the project carrying out all the stages and the corresponding quality controls.
- Develops the professional skills of his or her speciality by drawing up and creating an original interactive graphic project.

“Formación y Orientación Laboral” (training and career guidance)

The title holder:

- Analyses and interprets the legal working framework and knows the rights and obligations that derive from labour relations.
- Understands the legal requirements and conditioning factors for organizing and running a small or medium-size company, taking into account production, legal, mercantile and social - occupational factors.
- Identifies the different ways by which to enter the labour market and lifelong training, and knows the institutional bodies, both national and community, that are dedicated to this end.
- Understands and applies occupational health and safety standards and becomes aware of the need to protect the environment, as factors that determine the quality of life.

“Prácticas en empresas, estudios o talleres” (practical training in companies, studios or workshops)

The title holder:

- Participates in the day-to-day working routines of a company, an interactive communication studio and carries out the professional tasks that correspond to his or her level of training.
- Enters into contact with the labour world and participates in the company's social, working and technical systems.
- Contrasts the knowledge, training and skills acquired in the educational centre with the industry's corporate and working reality.
- He or she incorporates into their training knowledge relating to the work environment in the

interactive graphics field, the market situation and market relationships, artistic and cultural tendencies, how work is organised and coordinated, corporate management, social - occupational relationships within the company, etc., all of which is needed when setting out on a career.

- Acquires technical knowledge of specialized tools, instruments, materials and machinery.
- Actively participates in the creative, production and editing phases under the guidance of the corresponding tutor or coordinator.
- Applies the knowledge, skills and abilities acquired during the theoretical and practical training period provided by the educational centre.

THIS DIPLOMA OPENS DOORS TO THE FOLLOWING JOBS

The Holder of a Diploma of Higher Education in Plastic Arts and Interactive Graphics carries out his or her activity as a self-employed professional, an associate or as an employed person. As a specialist professional, he or she creates, whether in part or entirely, interactive pieces for the multimedia services and production sector. He or she draws up interactive graphic proposals and projects ordered by companies, design studios or public bodies. He or she may work independently or as an employee, interpreting the ideas of other professionals.

The following are the most relevant occupations and jobs:

- Creation of interactive products using web and multimedia instruments and methodologies, for different communicative objectives requested by companies or institutions.
- Web design and development.
- Mastery of tools for designing, programming and management in graphic and multimedia scenarios.
- Creation and production of interactive content, accessibility, usability and the design of interfaces.
- Specialist collaboration in creating multimedia in multidisciplinary teams.
- Management of multimedia projects in multidisciplinary teams.

DIPLOMA ISSUANCE, ACCREDITATION AND LEVEL

Body that issues the Diploma in the name of the King: The Ministerio de Educación (the Ministry of Education) or the autonomous communities in the area of their own administrative responsibility. The degree has academic and professional effects that are valid throughout the entire State.

Official duration of the Diploma: 2,000 hours.

Level of the Diploma (national or international).

- NATIONAL: Non-university higher education.
- INTERNATIONAL:
 - Level 5b of the International Standard Classification of Education (ISCED5b).
 - Level 5 of the European Qualifications Framework (EQF5).

Access requirements: Bachelor's Degree or Certificate of having passed the corresponding access test and the specific access test.

Access to the next level of education or training: Access may be gained to any University course and to Higher Artistic Education.

Legal basis. Rules and regulations on which the Diploma is based:

- Royal Decree 1428/2012, of 11 October, which establishes the Diploma of Higher Education in Plastic Arts and Interactive Graphic Design which belongs to the professional artistic family of Graphic and Audiovisual Communication and approves the corresponding minimum education requirements.

Explanatory note: This document is intended as supplementary information to the Diploma in question, but on its own it does not have any legal validity.

TRAINING FOR THE OFFICIALLY RECOGNIZED DIPLOMA

PROFESSIONAL MODULES OF THE DIPLOMA ESTABLISHED IN THE ROYAL DECREE	ECTS CREDITS
Fundamentals of visual representation and expression	5
The theory of image	3
IT media	5
Photography	3
History of Audiovisual and Multimedia Image	3
Graphic and Typographic Resources	4
Programming language	4
Graphic user interfaces	4
Audiovisual language and technology	9
Interactive graphic projects	13
Integrated project	7
Training and career guidance	3
Practical training in companies, studios or workshops	3
	TOTAL CREDITS
<i>TOTAL MINIMUM EDUCATION REQUIREMENTS</i>	120
OFFICIAL DURATION OF THE DIPLOMA	2,000

* The minimum education requirements reflected in the above table constitute 55% of the total duration of the Diploma; they are of an official nature and are valid throughout the national territory. The remaining 45% is specific to each Autonomous Community and may be reflected in **Annex I** of this supplement.

INFORMATION ABOUT THE EDUCATION SYSTEM

