

# EUROPASS SUPPLEMENT TO THE DIPLOMA OF

**TITLE OF THE CERTIFICATE (original language: ES)**

*Técnico Superior de Artes Plásticas y Diseño en Gráfica Publicitaria*

**TRANSLATED TITLE OF THE CERTIFICATE (English)**

*(Diploma of Higher Education in Plastic Arts and Design in Graphic Design for Advertising)*

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## **PROFILE OF SKILLS AND COMPETENCES**

**The holder has acquired general skills relating to:**

Creating communication products for companies and institutions, whether audiovisual, printed or of another nature, in which he or she expresses in an optimal manner the objectives of that company or institution. His or her normal work has to do with communication problems both those of a mass nature and those that are internal to companies. Such work involves three main levels: informative, persuasive and identifying; creating spots, campaigns and advertisements, product identity, sales promotion, outdoor advertising, direct advertising, business editions, graphic material for exhibitions and trade fairs, containers and packaging, etc.

**Within this framework, each PROFESSIONAL MODULE includes objectives leading to the following LEARNING RESULTS that the holder acquires.**

### ***“Técnicas de expresión gráfica” (techniques of graphic expression)***

The title holder:

- Knows and knows how to use the techniques of graphic expression in the field of plastic representation and expression, understanding that aspects of design are intimately related to creativity.
- Develops his or her artistic sensitivity.
- Enables new aesthetic contributions.

### ***“Teoría de la imagen publicitaria” (the theory of advertising images)***

The title holder:

- Know the place occupied by the different images in the world of communication and the different uses made of them by the public.
- Informs as to the different models use to analyse existing images.
- Knows the most important theoretical content in relation to advertising.

### ***“Historia de la imagen gráfica” (the history of the graphic image)***

The title holder:

- Develops his or her visual and conceptual perception of the languages that pertain to illustration and advertising.
- Understands the specific manifestations of these languages, associating them with the aesthetic concepts of the historical-cultural environment.
- Analyses the genesis and evolutionary processes of these artistic specialities, relating them in space and time to the different visual cultures.
- Places particular value on current achievements, both in their dimension of communication media and in their specifically artistic formulation.

### **“Tipografía” (typography)**

The title holder:

- Knows and knows how to use the different typographic families.
- Measures and composes texts.
- Possesses such concepts as: legibility, spacing, relationship between form and content, etc.
- Interrelates this knowledge with that of graphic techniques and IT resources.
- Takes typographic decisions in line with stylistic, aesthetic or functional criteria.

### **“Fotografía” (photography)**

The title holder:

- Possesses such basis concepts as composition, framing, chiaroscuro, texture, perspective, etc.
- Graphically solves design problems in work involving little technical complexity involving manipulations (colouring, photomontages, rotations, etcetera).
- Applies his or her photographic knowledge to their professional tasks knowing their possibilities and limitations.
- Develops his or her creativity and their perceptual and aesthetic capacity.

### **“Técnicas Gráficas Industriales” (industrial graphic techniques)**

The title holder:

- Knows the processes an original goes through, from when it is created until it is published, in order to understand the different possibilities of each assignment, in particular, photomechanical problems (whether traditional or digital) and the most common printing systems in the industry.

### **“Medios Informáticos” (IT media)**

The title holder:

- Knows and knows how to use the physical media as well as the operating systems and applications directly related to editing and treating images with a scanner. These applications shall relate to the most common environments in the industry (both PC and MAC). Exercises

shall be carried out in relation to the other subjects, to thereby achieve greater understanding of the real processes of graphic production.

#### ***“Proyectos de gráfica publicitaria” (graphic advertising projects)***

The title holder:

- Possesses his or her own methodology with which to tackle complex projects in the field of visual communication.
- Knows the different functions of visual communication and of advertising in particular.
- Possesses a perfect mastery of instrumental techniques.
- Carries out specific projects that integrate knowledge from other subjects in which the use of IT resources will be of particular importance.
- Plans their work in a proper manner.
- Develops his or her creativity and artistic capacity.

#### ***“Formación y orientación laboral” (training and career guidance)***

The title holder:

- Knows the legal working framework and the rights and obligations that derive from labour relations.
- Possesses the necessary awareness of occupational health as a determining factor of both the quality of life and of quality results in productive activity.
- Knows the different ways to access employment, as well as the aid from agencies and institutions dedicated to this end, whether at a state or Autonomous Community level.
- Has been trained to perform associative tasks, acquiring an attitude of cooperation and also teamwork activities.
- Possesses the necessary bases to organise a small or medium-sized company and to market their products bearing in mind such aspects as production and distribution, commercial relations and the legal, social and labour aspects involved therein.
- Knows the legal, corporate and professional instruments specific to the speciality.

### **RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE**

The holder of a Diploma of Higher Education in Plastic Arts and Design in Graphic Design for Advertising carries out their activity in advertising agencies as an art director or a creative director. He or she also collaborates as a freelancer or adviser; in design studios: performs creative work and coordinates work teams; in various companies in which they often form part of the marketing and advertising department.

He or she may also carry out their work as a freelancer working for agencies, public bodies, private corporations or design studios. He or she must also be a person ready to work in

interdisciplinary teams (photographers, illustrators, PR, marketing specialists, editors, linguists, semiologists, sociologists, etc.).

## **OFFICIAL BASIS OF THE CERTIFICATE**

**Name and status of the body awarding the certificate:** The Ministerio de Educación, Cultura y Deporte (the Ministry of Education, Culture and Sport) 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:** 1,950 hours.

**Level of the certificate (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).

**Entry 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:** It is possible to move on to higher education in artistic teaching and to any university degree course.

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

- Minimum teaching requirements established by the State: Royal Decree 1456/1995, of 1 September, which establishes the diplomas of Education in Plastic Arts and Design in Graphic Design for Advertising, in Illustration and in Artistic Photography, which belong to the professional family of Graphic Design, 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. It may be accompanied by an Annex I which the corresponding Autonomous Community shall fill in.

## COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

MINIMUM TEACHING MODULES	HOURS
Techniques of Graphic Expression	100
Theory of Advertising Images	50
History of the Graphic Image	50
Typography	50
Photography	100
Industrial Graphic Techniques	50
IT media	200
Graphic Advertising Projects	300
<b>Training and Career Guidance</b>	50
<b>Practical Training in Companies, Studios or Workshops</b>	25
<b>Final project</b>	75
	TOTAL
OFFICIAL DURATION OF THE DIPLOMA	<b>1,950 HOURS</b>

\*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.

No ECTS credits are assigned to the degrees of Higher Education in Plastic Arts and Design of Organic Law 1/1990 (LOGSE). These degrees are to all intents and purposes equivalent to the degree of Higher Education in Plastic Arts and Design published in Organic Law 2/2006 (LOE), to which **120 ECTS credits** and a duration of 2,000 hours are assigned.

## INFORMATION ABOUT THE EDUCATION SYSTEM

