



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 PUBLICITARIA
(DIPLOMA OF HIGHER EDUCATION IN PLASTIC ARTS AND DESIGN IN GRAPHIC DESIGN FOR
ADVERTISING)

DIPLOMA DESCRIPTION

The holder has acquired General Skills relating to:

Proposing and executing graphic solutions to transmit advertising messages requested by companies, institutions or other professionals. Planning the development of an advertising image project from the identification of the communicative assignment, the definition of the formal, aesthetic, functional and technical aspects to the execution of the finished graphic product. Organising and carrying out the different phases of the project and the corresponding quality controls that guarantee the best-possible graphic expression of the message.

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 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 for capturing and editing advertising products.
- 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.

“Historia de la imagen publicitaria” (the history of the image in advertising)

The title holder:

- Understands the language and the peculiarities of graphic and audiovisual images related to the advertising phenomenon.
- Understands the different manifestations of graphic and audiovisual communication in advertising and their evolution in relation to the aesthetic concepts of the historic-artistic context.
- Assimilates the historic, formal and technological evolution of graphic media and audiovisual images related to advertising and knows the main production centres, authors and works.
- Analyses and evaluates graphic and audiovisual advertising products in their technical, technological, artistic, communicative and expressive dimensions.
- Shows interest in and sensitivity towards current graphic and audiovisual advertising products.

“Teoría de la publicidad y marketing” (theory of publicity and marketing)

The title holder:

- Understands the communication process, its elements and channels, and the principles and areas of persuasive communication.
- Understands the objectives, fundamentals and typology of advertising and how it differs from other forms of persuasive communication.

- Understands the functions of language and other signs employed in advertising and the structure and rhetoric of the advertising message.
- Analyses the creative methodology behind the advertising message and applies it in defining proposals for graphic advertising case studies.
- Analyses the presence and the forms of the persuasive message in mass media and understands the specifics of publicity in the press and in other graphic media.
- Evaluates advertising actions in different media as far as their formal and functional characteristics are concerned.
- Evaluates the influence of publicity in consumer behaviour and that of graphic design in the artistic and persuasive quality of the advertising message.
- Defines the factors used to evaluate advertising effectiveness and how they influence the design of the message.
- Understands the basic regulations that govern advertising activity and the industry's self-regulation standards.
- Understands the process and the techniques of market research.
- Understands the different systems of sales planning.
- Achieves a global understanding of corporate distribution systems.

“Tipografía” (typography)

The title holder:

- Evaluates the communicative dimension of typography as a word image and the transmission of ideas.
- Studies the formal elements of typographic symbols.
- Analyses the formal conditioning factors of an alphabet. The symbol and the alphabet.
- Identifies and understands the layout of typographic characters. The word and the text.
- Draws up graphic representations using typographic material.
- Evaluates the aesthetic, technical, semantic and functional dimensions of typography and composition.
- Explores the creative possibilities of typographic elements, characters, words, texts and composition in order to prepare efficient communicative proposals.

“Fotografía” (photography)

The title holder:

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

“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.
- Handles basic technology for creating audiovisual products.
- Explores the expressive and artistic possibilities of audiovisual language and uses them to communicate advertising ideas and messages.
- Analyses and evaluates audiovisual advertising products and issues a critical documented opinion as to his or her audiovisual creation and that of others.
- Proposes advertising messages that are appropriate to the audiovisual technology.
- Correctly uses terminology that is appropriate to the subject.
- Develops his or her own audiovisual communication capacity, invention and eloquence.

“Fundamentos del diseño gráfico” (fundamentals of graphic design)

The title holder:

- Differentiates between the areas, particularities and the most important applications in graphic design.
- Identifies and analyses the communicative and expressive graphic design resources in its different areas.
- Explores the communicative possibilities of graphic design resources in effectively transmitting advertising ideas and messages.
- Knows how to use specific graphic language elements to communicate messages and ideas.
- Analyses the formal and functional characteristics of composition, typography, colour and the image in advertising messages.
- 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.
- Explores the particularities of the media with regard to the expressive possibilities of the graphic elements of the message and its visualisation.
- Evaluates and argues his or her opinion of advertising products based on their formal, technical and communicative characteristics.

“Proyectos de gráfica publicitaria” (graphic advertising projects)

The title holder:

- Understands the methodologies that are specific to the speciality and knows how to apply them in different graphic advertising projects.
- Plans and develops the design process for graphic advertising case studies and carries out the quality controls that make it possible to solve such technical, artistic and communication problems that may arise.
- Integrates the content matter into the graphic advertising projects he or she creates, and issues a critical and documented opinion of his or her own work and results.

- Correctly plans the execution of the different phases of a graphic advertising project and develops it until he or she obtains a graphic product of technical, artistic and communicative quality.
- Evaluates the execution of graphic advertising works as an opportunity to experiment, create and communicate and for personal artistic expression.
- Begins searching for his or her own aesthetic style and discourse with which to graphically express advertising messages.
- Masters technologies that are specific to graphic advertising in order to devise and develop graphic projects of professional quality.
- Knows the specific regulations that apply to graphic advertising.

“Proyecto integrado” (integrated project)

The title holder:

- Proposes and carries out an graphic advertising project of technical, artistic and communicational quality.
- Undertakes the project carrying out all the stages and the corresponding quality controls.
- Develops, by projecting and carrying out an original graphic advertising project, the professional skills.

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

- 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:

- Knows the day-to-day working routines of a company, an advertising communication studio or an advertising agency, and by carrying out the professional tasks that correspond to his or her level of training.
- Carries out the professional tasks that correspond to his or her level of training.
- Enters into contact with the working world and 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.
- Incorporates into their training knowledge relating to the work environment in the advertising 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 Graphic Design for Advertising 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, the graphic project for advertising messages in the different applications used in the field. He or she draws up graphic advertising proposals and projects ordered by companies, design studios or public bodies. He or she may work as an independent professional or as a creative employee who graphically interprets the ideas of other professionals.

The following are the most relevant occupations and jobs:

- Production of graphic advertising products for companies and institutions and quality control and monitoring in the graphic industry.
- Production of applications linked to the graphic communication of messages: billboards, displays, posters, brochures, advertising, merchandising and others and their associated elements.
- Preparation of final artwork for their correct printing, the selection of media and finishes, the analysis of pre-printing tests, quality control, post-production.
- Art Director
- Creative Executive
- Production Coordinator
- Graphic designer expert in selecting and using typographic and calligraphic resources and hand lettering for different applications.
- Graphic collaborator in multidisciplinary advertising teams.

DIPLOMA ISSUANCE, ACCREDITATION AND LEVEL

Body that issues the Diploma in the name of the King: 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: 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 1431/2012, of 11 October, which establishes the Diploma of Higher Education in Plastic Arts and Graphic Design for Advertising 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
The history of the image in advertising	3
Typography	7
Fundamentals of graphic design	4
Theory of publicity and marketing	4
Audiovisual language and technology	6
Graphic advertising 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

