



GRAPHIC DESIGN

Course Description

LEVEL 100-1

Name: Art and Technology

Course Number: ARTG2024

Specific course information: This basic course presents the relationship between art and technology; on how the technologies of the different eras allowed the birth of new artistic expressions. It ranges from the historical antecedents of classical art, its evolution and direct link with design, technology and digital, to the conception of art in motion and audiovisuals. Finally, it is recognized and experimented with various creative processes linked to the aesthetic generation. This course aims to promote the student in a participatory and constructive criticism, which encourages the formation of principles in relation to artistic trends and the creation of creative proposals.

Name: Drawing I

Course number: ARTG2025

Specific course information: This subject of basic training allows the understanding of the bases of technical drawing, the recognition of geometric shapes reaching basic geometry and the systems of dihedral and axonometric representation. The planes, their elements in projections and perspective are analyzed. Specific images are made of elements that signify and / or objectively communicate issues related to graphic design, audiovisual production and product design.

Name: Problem Solving

Course number: INDG1033

Specific course information: In this course, students apply the Design Thinking methodology to identify, analyze real-life problems or needs, to design innovative solutions. Students work in multidisciplinary teams to present solution proposals that add value to customers/users from private companies, public organizations and non-profit organizations.

Name: Mathematics

Course number: MATG2009

Specific course information: This is a basic subject which is part of the transversal axis of the Product Design, Graphic Design and Production for Media careers. It is a first-year course in the curriculum and it is conceived as an introduction to mathematics, providing notions of elementary algebra, geometry and trigonometry in the study of the design, production and appreciation of artistic pieces.

Name: English I

Course number: IDIG1006

Specific course information: This subject of basic training and general education presents the grammatical structures for the production of a simple paragraph, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral and written communication, considering issuing one's own criteria on different topics of a social, academic or professional nature. It also applies the vocabulary needed to make comparisons between the past and the present, describe books or movies, make simple student profiles, give opinions about inventions, make formal apologies, and recount past events.

LEVEL 100-2

Name: History of Art

Course number: ARTG2028

Specific course information: The subject belongs to the professional curricular organization unit and is aimed at students of Graphic Design and Production for the Media. It presents from the political, social, economic and cultural point of view, the evolution of the main artistic manifestations from prehistory to the present. Western, Latin American and Ecuadorian artworks are analyzed as part of visual communication, valuing the dialogue between knowledge and interculturality in the context of a globalizing reality.

Name: Drawing II

Course number: ARTG2026

Specific course information: This is a professional training course for the careers of Graphic Design, Product Design and Media Production. It offers an approach to academic drawing as a tool for reflection and construction, focusing on observation, visual analysis, and synthesis of the environment. Different aspects of drawing are studied, such as volume, composition, and the human figure, at rest and in movement. Drawing is applied in its analytical and expressive variants using line and shade

Name: Art and Science

Course number: ARTG2023

Specific course information: In this course, the student analyzes the impact of scientific discoveries in the processes of artistic creation. A historical tour is carried out, which starts from the influence of mathematics on the use of artistic harmony in the field of Classical Greece (Plato, Aristotle, Pythagoras), study the science and aesthetics of the Renaissance (appearance of perspective, Leonardo da Vinci) and concludes with the tremendous crises (artistic, philosophical and scientific) of the 20th century, at which time some theories developed in the field of natural sciences (Theory of Relativity, Quantum Theory or String Theory) which have a notable impact on video art, experimental cinema and in the artistic vanguards (cubism, futurism, constructivism).

Name: Programming Fundamentals

Course number: CCPG1043

Specific course information: The course presents students with strategies to solve common problems in various professional fields through the design and implementation of solutions based on the use of a programming language. It covers the basic principles so that the student can read and write programs; emphasizing the design and analysis of algorithms. In addition, it introduces students to the use of development and debugging tools.

Name: English II

Course number: IDIG1007

Specific course information: This subject of basic training and general education presents the grammatical structures to produce an academic paragraph, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral or written communication, considering issuing one's own criteria on different issues of a social, academic or professional nature. It also applies the vocabulary needed to refer to different forms of communication, share work experiences and the use of digital technology, tell short stories about interpersonal relationships and personalities, and give an opinion on the future of the environment.

LEVEL 200-1

Name: Communication (spanish)

Course number: IDIG2012

Specific course information: These subject studies the structuring of the academic prosumer profile of students that must be consolidated throughout the life of each subject, based on the processing of complex, holistic and critical thinking, seeking the understanding and production of academic knowledge, from the rigorous analysis of realities and readings of various academic / scientific sources.

Name: History of Design

Course number: DIGG2023

Specific course information: The subject belongs to the professional curricular organization unit and is aimed at Graphic Design students. It presents the evolution of Graphic Design from prehistory to the present. Graphic image of the Western, Latin American and Ecuadorian tradition is analyzed as part of visual communication, emphasizing the dialogue between design as craftsmanship and tradition, and as technology and globalization.

Name: Painting Techniques

Course number: ARTG2033

Specific course information: This professional training course of Graphic Design career is based on the theory of color, visual composition, the diversity of styles and the visualization of different pictorial works in the history of art. Experiments with different techniques of pictorial creation, mainly with water-soluble materials such as watercolor, acrylic, collage and mixed techniques with dry materials such as charcoal and watercolor, or markers and acrylic, among others. The first unit approach in a practical way, the fundamental concepts of visual production, color theory and composition. In the second part, once the basic criteria have been consolidated, a more personal search is carried out for experimentation of styles and defense of concepts to graphic proposals that show the development of their own visual language.

Name: Communication Theory

Course number: COMG2002

Specific course information: This subject of professional formation approaches the theory of the communication from the basic concepts and on his process. In addition, the different types of audiences and the vision of communication in mass markets, subcultures and countercultures are defined, placing the communicator within the communication process together with the client and the public. The importance of semiology in mass culture is presented from the presentation options, image modes and mediatization. Finally, cultural consumption is evidenced as sociocultural and communication phenomena from a visual perspective. .

Name: Statistics

Course number: ESTG2004

Specific course information: The Statistics course provides students with the basic knowledge that will help them convert a data set into useful information for making decisions in scenarios of uncertainty. It encompasses different methods of tabulation and data analysis, the introduction of the concept of probability as a measure of uncertainty and mathematical models of discrete and continuous random variables. Additionally, analysis techniques such as regression and hypothesis testing of population parameters are included.

Name: English III

Course number: IDIG1008

Specific course information: This basic training and general education subject present grammatical topics for the elaboration of an outline and a structured composition, through the development of the writing program in a transversal way. In addition, it allows the identification of arguments in verbal and written communication on contemporary and academic issues. Additionally, appropriate vocabulary is applied to discuss issues related to different cultures, places where we live, daily news, entertainment media, and past and future opportunities.

LEVEL 200-2

Name: Typography

Course number: DIGG2036

Specific course information: This professional training course of the Graphic Design career studies typography: its history, the foundations, concepts, classification and basic characteristics of the construction of letters in different media. In addition, experiments with materials, tools, and techniques that consolidate aesthetic, compositional, and conceptual criteria, ending with the application of type in visual communication and in a practical typographic project.

Name: Graphic Design I

Course number: DIGG2029

Specific course information: This professional training course of the Graphic Design career presents theories based

on graphic design and develop different practices and applications that permit an understanding, analysis of the compositional relationships and chromaticity in the organization of space and form; afterward it is emphasized in the use of these elements in the context of the production of messages graphic communication.

Name: Illustration Workshop

Course number: ARTG2032

Specific course information: In this subject of professional training in the career of Graphic Design, analogous and digital illustration techniques are studied, which are the basis of the illustration of communicative elements related to visual needs in broad fields of graphic design such as editorial illustration, art conceptual and character development. Emphasis is placed on the development of the illustrator's portfolio as an essential point for entrepreneurship in the labor field.

Name: Anthropology of Design

Course number: DIGG2040

Specific course information: The course belongs to the professional curricular organization unit and is aimed at Graphic Design students. It presents a panoramic knowledge of cultural anthropology and specific to the anthropology of design, centered on symbolic and socioeconomic representations, combining theories and methods of both disciplines. It is analyzed how, from the participatory social design and the co-design, products and/or services are transformed, preserving the identity of the community or company.

Name: Creative Copywriting

Course number: DIGG2039

Specific course information: In this professional training course of the Graphic Design and Media Production careers, the principles related to the elaboration of narrative texts, their structure and application in different media are studied. Formats and techniques are used to develop stories that capture the attention of target audiences.

Name: English IV

Course number: IDIG1009

Specific course information: This subject of basic training and general education presents the grammatical structures to produce a persuasive essay, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral or written communication considering one's own criteria on different topics of a social, academic or professional nature. It also applies the vocabulary necessary to engage in discussions, relate environmental situations and activities to achieve goals, perform analysis of cause, effect, and personal and professional opportunities.

LEVEL 300-1

Name: Entrepreneurship and Innovation

Course number: ADMG1005

Specific course information: This transversal course addresses the conditions required to innovate and the process associated with developing an innovation from an entrepreneurial point of view. Subsequently, topics such as the identification of opportunities, value creation, and prototyping and validation of products/services proposals are reviewed, as well as the elements of the business model and financial considerations that are essential for the feasibility and adoption of an innovation. Finally, entrepreneurial competences and process associated with the development and adoption of an innovation are studied.

Name: Graphic Design II

Course number: DIGG2030

Specific course information: This professional training course of the Graphic Design career presents the fundamentals of diagramming related to Editorial Design: its anatomy, typography use and applications in the advertising field. Methods and techniques are known through the application of research processes in diagramming and development of the skills acquired in the creation of a personal editorial portfolio.

Name: Semiotics

Course number: CCAG2021

Specific course information: This class, that is part of the Graphic Design career, has as its axis this semiotics of communication. It permits to make analysis from communicative and culture interaction. This analysis is substantiated on the theory that includes the knowledge about signs, signified and signifier, until the construction of visual metaphors and the system of signifier applying criteria from these theories. Likewise, it has an approach with anthropology, which allows the interpretations to have a greater relationship with the local cultural context.

Name: Digital Photography

Course number: CCAG2045

Specific course information: In this professional training course of the Graphic Design career, the techniques of image registration and the photographic narrative language are studied. From the physical principles of image capture to the creative use of the digital camera. There is an emphasis of the visual composition rules used in digital photography as the basis of graphic design and communication projects.

Name: Design Research

Course number: DIGG2041

Specific course information: This vocal training subject addresses general research studies, from the philosophical and scientific point of view, and its application in the Design and Visual Communication area. It starts with an introduction to the research from its starting point concepts, types, and contexts. It continues with discussions around the resources and structure of research. Then addresses the different aspects of research methodologies and their approach to design. Finally, it focusses on the processes of data recollection, analysis, and discussion of results applied to practical research cases on selected topics under the paradigms "For - About - Through" the design. The selected themes are developed in stages from the first sessions of the subject until formalizing the presentation and discussion of its results in a documented manner.

Name: English V

Course number: IDIG1010

Specific course information: This subject of basic training and general education presents the necessary structures to produce a persuasive essay, through the development of the writing program in a transversal way. It also allows the identification of specific arguments both in oral and written communication, in order to issue their own criteria on social, academic or professional issues. It also applies the vocabulary needed to engage in discussions about choices to make, changes in daily life and home, financial problems as well as moral dilemmas and achievements made over the course of your personal, student and professional life.

LEVEL 300-2

Name: Printing Techniques

Course: DIGG2037

Specific course information: This subject of professional training of the career of Graphic Design, presents the fundamentals of printing systems related to the area of pre-press: its history, methods and applications in the advertising field. In addition, processes and techniques are known, through the application of formats, substrates, reproduction parameters, both digital and printed, concluding with the application of the skills acquired in the elaboration of a printed publishing project.

Name: Graphic Design III

Course number: DIGG2031

Specific course information: This professional training course of the Graphic Design career identifies communicational strategies from the creative perspective. The tactics and methods among the media are analyzed. In the same way, new advertising trends and their process in the development of a visual campaign are presented, with emphasis on the process of communicating ideas and transmitting concepts, persuasively and aesthetically.

Name: Editorial Design

Course number: DIGG2027

Specific course information: This graphic design professional course provides theoretical and practical knowledge about the development of an editorial project. Budgets are managed and research processes are applied for the structuring and layout of communicational pages, through the experimentation of technical, photographic, aesthetic and creative knowledge, ending with the culmination of a printed and digital editorial design project.

Name: Art Direction

Course number: DIGG2023

Specific course information: In this course in the professional training of the Graphic Design major, the main competencies of an art director within a graphic-advertising project are analyzed. In the first part, the basic foundations of art direction are identified, among which it underscores the role of the director vs. the graphic designer in a visual project, as well as useful criteria of color combination and visual communication. In the second part, cases, actions of the creative process, composition techniques, synthesis, aesthetic, and conceptual resources around the message are examined.

Name: Branding Design

Course number: DIGG2026

Specific course information: This assignment of professional formation for the career of Graphic Design develops the brand creation process. The conceptualization emphasizes to the comprehension of the context, classification of brands, the difference between graphic and the mental construction, and other factors that proceed into design. The prototyping and design include ideation, sketches, techniques, styles, tendencies and composition of elements pertinent to the brand values and general strategy. Finally, the integral design in a corporate brand book.

Name: Sustainability Science

Course number: ADSS1026

Specific course information: This transversal training course for all students of the institution has five chapters. It introduces the key principles of sustainability and the path to sustainable development. Addresses ecological principles by deepen into biodiversity, ecosystems, human population and ecosystem services. Study the fundamentals of renewable and non-renewable resources as well as the alternatives for sustainable use. Analyzes environmental quality specifically in the air, water and soil components, delving into issues such as climate change, eutrophication and deforestation. Finally, it emphasizes on the economic axis with topics such as circular economy and on the social axis on topics such as governance and urban planning.

LEVEL 400-1

Name: Information Design

Course number: DIGG2025

Specific course information: This professional training course of the Graphic Design career is oriented to the interpretative understanding of data, the study of the design, the construction and presentation of information in different visual communication media, using knowledge of layout and illustration. Its approach is based on planning, applying, and implementing the types of information, methods, structures, strategies, and organizational systems that make sense of complex data.

Name: Graphic Design IV

Course number: DIGG2032

Specific course information: This professional course in the Graphic Design career offer students with a process in terms of designing functional packaging. This by identifying the purpose and function of the package in relation to users, their environment, and brands. Then, by developing concepts and selecting the appropriate communication materials and communication elements, and finally by the development of a prototype and validation system considering environments and processes related to packaging.

Name: Design Project

Course number: DIGG2035

Specific course information: This assignment of professional formation for the career of Graphic Design connects theoretical and practical knowledges for the generation of integral projects of visual identity, communication strategies and advertising campaigns. We analyze cases for different types of markets. After that, students develop strategies and

creative work that integrate brand communication on traditional and nontraditional platforms, digital media, and new advertising tendencies. Additionally, students practice developing propositions oriented to strategic audiences.

Name: Design Management

Course number: ECOG2041

Specific course information: This subject of professional training, corresponding to the career of graphic design, develops the study of design management. It begins with the stage of the conception of projects and design initiatives; the needs of the clients and the search for solutions are determined, which will be paid for and budgeted until the formulation of a commercial proposal. Finally, in the stage of project management and presentation of results, the planning of activities, distribution and administration of material and financial resources are considered, using word processing tools, spreadsheets and planning.

Name: Strategic Design

Course number: DIGG2028

Specific course information: This professional training course of the Graphic Design career develops the vision of design from a systemic approach to the product, service and communication. It begins by laying the foundations of the system-product methodology together with the management of strategic business tools; those that will be used in a practical case of the local context, which will finally lead to the formulation of a strategic design project that adds value to the company.

LEVEL 400-2

Name: Graphic Design Capstone UI Design

Course number: DIGG2034

Specific course information: This professional training course of the Graphic Design career studies the fundamentals of interface design, such as composition, color, typography, and images, as well as social behavior on the Internet. Proposals for interfaces are developed that convey a concept or idea, which are evidenced in the information architecture and wireframes, ending with a graphic proposal that allows clear and effective visual communication with the user.

COMPLEMENTARY COURSES

Art, sport and languages

LEVEL 100-1 and 100-2

Name: Dance

Course number: ARTG2018

Specific course information: The course deals with general knowledge about the history of dance from prehistoric times in the East and West to the XXI century in Ecuador. It studies improvisation in dance, reviewing dance concepts and structures. It also deals with the processes and techniques of choreographic production, theory on the construction of the character, as well as the techniques for the creation and scenic interpretation.

Name: Film Appreciation

Course number: ARTG2035

Specific course information: This complementary training course is aimed at all students of the institution of any level and any career. It focuses on the interdisciplinary analysis of international art films (not commercial films), gathering artistic, cultural, sociological, psychological, and technical approaches in order to better understand and interpret these films. Students will be required to read texts and articles about the films and write papers analyzing both the plot and the various areas of cinematic language of the films, in order to develop their knowledge and aesthetic sensitivity to art cinema.

Name: Artistic Drawing

Course number: ARTG2037

Specific course information: This complementary course offers an approach to academic drawing as a tool for reflection and construction, focused on observation, visual analysis and synthesis of the environment in which different aspects of drawing are studied, such as volume, composition, visual analysis and the human figure, both at rest and in movement. Drawing is applied in its analytical and expressive variants through the use of line and stain.

Name: Corporal Expression

Course number: ARTG2038

Specific course information: In this course, non-verbal communication is studied, emphasizing the communication process of emotions: body-mind. Discovering, enhancing and taking advantage of physical resources in the theatrical process. It introduces the practice of interpretive reading, text and subtext management, fundamental tools in the mastery of the playwright's work.

Name: Photography

Course number: ARTG2039

Specific course information: This is a complementary subject oriented to the study of the history of photography, the main photographers, the handling of the camera, composition and illumination and finally the realization of images with technical criteria.

Name: Latin American Folk Music

Course number: ARTG2040

Specific course information: This theoretical-practical course of complementary basic training studies the musical genres and instrumentation used to sing the different Latin American melodies and rhythms. It introduces the instrumental practice by applying techniques of execution and intonation of traditional songs played with guitar, charango, güiro, Peruvian cajón, bombo, melodica, quena and zampoña; where the melodic rhythmic reading is fundamental for the intonation of some songs of Latin American folklore.

Name: Contemporary Popular Music

Course number: ARTG2041

Specific course information: This is a theoretical and practical course that deals with the importance of Ecuadorian music as part of the national identity. It analyzes the characteristics of music throughout the history of mankind, placing it in an important place from the cultural perspective of the people due to its social influence. During the course there

are expositions of the cultural and traditional elements that become the environment of music as a cultural fact. Students experience firsthand emotions that are experienced when attending concerts of different musical genres, to then be able to express them through the interpretation of contemporary music, in a large final project, using musical instruments and their voices.

Name: Painting

Course number: ARTG2042

Specific course information: In this complementary training course, students experiment with different techniques of pictorial creation, mainly in water-soluble materials such as watercolor/acrylic. In the first units, the fundamental concepts for visual production are approached in a practical way, such as color theory and composition exercises. In addition, a more personal search is carried out for experimentation of styles and defense of concepts to graphic proposals that demonstrate the development of an own visual language.

Name: Performance

Course number: ARTG2044

Specific course information: This course studies acting in its various types and genres of application. It introduces acting from the theoretical framework and stage practice. It works on the development of body skills and abilities, as well as the intellectual strengthening through the application of techniques and resources consecrated in the disciplines that integrate its universe in the artistic-acting formative process.

Name: Music Appreciation

Course number: ARTG2045

Specific course information: This course, of complementary formation of the Media Production career, develops the aesthetic sense of musical styles, the structure and origin of their genres and the influence of folkloric traditions, in the historical processes during the musical development in general.

ITINERARIES

LEVEL 400-1

Name: UI Design

Course number: DIGG2038

Specific course information: This professional training course of the Graphic Design career studies the fundamentals of interface design, such as composition, color, typography, and images, as well as social behavior on the Internet. Proposals for interfaces are developed that convey a concept or idea, which are evidenced in the information architecture and wireframes, ending with a graphic proposal that allows clear and effective visual communication with the user.

LEVEL 400-2

Name: Experience Design

Course number: DIGG2024

Specific course information: This professional training course of the Graphic Design career analyzes consumer behavior, the fundamentals of design related to user experience, communication and usability of digital products. It reviews design concepts focused on user needs, product, profiles and functions, processes involved in the creation of the experience, useful in the development of digital products for the end user.