



International Relations

ESPOL, through its Foreign Relations Department, fosters connections with international academic and research institutions. These collaborations provide exchange opportunities, pre-professional internships, and participation in global academic activities, reinforcing our commitment to excellence.

More than 165 programs allow our students to spend time abroad through semester or annual exchanges, pre-professional internships, or participation in congresses, competitions, and other academic activities.

106

Universities
in the world



Did you know?

Graduates can create advertising campaigns and visual solutions for editorial, video game, and corporate projects, making them experts in visual communication.

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Faculty of Art, Design and Audiovisual Communication



Graphic Design

RPC-SO-15-No.309-2020

espol®

Bachelor in Graphic Design

Applicant's profile

We seek creative and inventive students who possess:

- ▶ Aesthetic sense
- ▶ Manual skills
- ▶ Technological proficiency
- ▶ Graphic representation skills
- ▶ A passion for developing innovative graphic products

Professional skills

After four years of study, graduates will be equipped to design and execute advertising, informational, and corporate communication campaigns independently or as part of multidisciplinary teams.

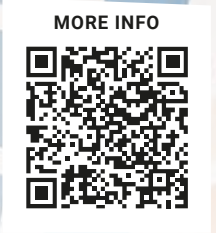
Employability

Graphic designers are currently in high demand and can pursue careers as art directors, creative directors, managers, or team members in:

- ▶ Advertising agencies
- ▶ Design studios
- ▶ Publishing houses
- ▶ Press agencies
- ▶ Digital media companies

Curriculum

LEVEL 100 - I	COMPLEMENTARY TRAINING	ART AND TECHNOLOGY	DRAWING I	ANALYSIS AND PROBLEM-SOLVING	MATHEMATICS	ENGLISH I
LEVEL 100 - II	COMPLEMENTARY TRAINING	ART HISTORY	DRAWING II	ART AND SCIENCE	PROGRAMMING FUNDAMENTALS	INGLÉS II
LEVEL 200 - I	COMMUNICATION	HISTORY OF DESIGN	PICTORIAL TECHNIQUES	COMMUNICATION TECHNIQUES	STATISTICS	ENGLISH II
NIVEL 200 - II	TYPOGRAPHY	GRAPHIC DESIGN I	ILLUSTRATION WORKSHOP	ANTHROPOLOGY OF DESIGN	CREATIVE WRITING	INGLÉS IV
LEVEL 300 - I	ENTREPRENEURSHIP AND INNOVATION	GRAPHIC DESIGN II	SEMIOTICS	DIGITAL PHOTOGRAPHY	APPLIED RESEARCH IN DESIGN	ENGLISH V
LEVEL 300 - II	PRINTING TECHNIQUES	GRAPHIC DESIGN III	EDITORIAL DESIGN	ART DIRECTION	BRAND DESIGN	SUSTAINABILITY SCIENCES
LEVEL 400 - I	INFORMATION DESIGN	GRAPHIC DESIGN IV	DESIGN PROJECT	DESIGN MANAGEMENT	STRATEGIC DESIGN	COMMUNITY SERVICES PRACTICES
LEVEL 400 - II						ITINERARY
						GRAPHIC DESIGN INTEGRATIVE SUBJECT
						ITINERARY
						PRE-PROFESSIONAL BUSINESS INTERNSHIPS



By the way...

Enrolling in this program will enable you to craft designs that convey ideas clearly, mastering the essential tools and techniques necessary to become a valuable professional in the workforce world.