

Faculty of Art, Design and Audiovisual Communication

Graphic Design

RPC-S0-15-No.309-2020



espol®

Bachelor of Fine Arts in Graphic Design



Applicant Profile

The program is designed for creative and curious students with:

- ▶ Aesthetic awareness
- ▶ Graphic representation skills
- ▶ Manual and technological skills
- ▶ An interest in design and creativity
- ▶ Motivation for graphic design projects



Employability

Graphic Designers are highly sought-after professionals capable of working as Art Directors, Designers, or UI/UX Specialists, participating in or leading projects in:

- ▶ Design and branding studios
- ▶ Publishing and digital media
- ▶ Digital marketing agencies
- ▶ Printing and graphic production
- ▶ Digital development and interface design



Professional Skills

After four years of study, students will be prepared to conceive and design visual communication solutions for brands and organizations. They will develop visual identities, editorial pieces, and digital experiences while collaborating within creative teams.



In fact...

During the program, students learn to create visual communication solutions that convey ideas clearly and effectively, using contemporary design tools and techniques to develop as creative professionals.



LEARN MORE



Curriculum

N 100 - I

ARTS, SPORTS AND
LANGUAGES
ELECTIVE COURSES

ART AND
TECHNOLOGY

DRAWING I

PROBLEM SOLVING

MATHEMATICS

N 100 - II

HUMANITIES ELECTIVE
COURSES

HISTORY OF ART

DRAWING II

ART AND SCIENCE

PROGRAMMING
FUNDAMENTALS

N 200 - I

COMMUNICATION

HISTORY OF DESIGN

PAINTING
TECHNIQUES

COMMUNICATION
THEORY

STATISTICS

N 200 - II

TYPOGRAPHY

GRAPHIC DESIGN I

ILLUSTRATION
WORKSHOP

ANTHROPOLOGY OF
DESIGN

CREATIVE
COPYWRITING

N 300 - I

ENTREPRENEURSHIP
AND INNOVATION

GRAPHIC DESIGN II

SEMIOTICS

DIGITAL
PHOTOGRAPHY

DESIGN RESEARCH

N 300 - II

PRINTING
TECHNIQUES

GRAPHIC DESIGN III

EDITORIAL DESIGN

ART DIRECTION

BRANDING DESIGN

SUSTAINABILITY
SCIENCE

COMMUNITY
SERVICE
INTERNSHIPS

N 400 - I

INFORMATION
DESIGN

GRAPHIC DESIGN IV

DESIGN PROJECT

DESIGN
MANAGEMENT

STRATEGIC DESIGN

SELECTED ELECTIVE
COURSE

N 400 - II

GRAPHIC DESIGN
CAPSTONE COURSE

SELECTED ELECTIVE
COURSE

PRE-PROFESSIONAL
BUSINESS
INTERNSHIPS



International Relations

Through its External Relations Office, ESPOL promotes and develops partnerships with international cooperation organizations, academic institutions, and research centers. These partnerships create mobility opportunities for the entire ESPOL community and contribute to the excellence that distinguishes the institution.



Did you know?

Graphic Design plays a fundamental role in shaping the image of brands, products, and organizations by developing visual solutions that communicate messages and strengthen the way people perceive and remember information across different media and platforms.

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More than 226 international agreements allow students to participate in experiences abroad, including semester or year-long exchange programs, pre-professional internships, research placements, and participation in conferences, competitions, and other academic activities.

