

# 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 IMPRESA  
(DIPLOMA OF HIGHER EDUCATION IN PLASTIC ARTS AND GRAPHIC PRINT DESIGN)

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## DIPLOMA DESCRIPTION

### The holder has acquired General Skills relating to:

Proposing and executing graphic solutions to transmit messages requested by companies, institutions or other professionals. Planning the development of a graphic print 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 graphic print 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.

### ***“Fotografía” (photography)***

The title holder:

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

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

The title holder:

- Understands the artistic-plastic languages that are specific to the graphic and visual communication media from the conceptual and formal point of view.
- Knows the origins and evolution of the graphic image and its techniques in relation to the historical-artistic context.
- Understands the historical, formal and technological evolution of the printed image and identifies authors and major works.
- Analyses graphic products based on historical-artistic knowledge and their technical, technological and communicative characteristics.
- Evaluates in a reasoned manner current graphic work from different areas in accordance with their expressive, communicative and artistic dimensions, and with his or her own taste and sensitivity.

### ***“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.

### ***“Producción gráfica industrial” (industrial graphic production)***

The title holder:

- Analyses and differentiates between different types of originals taking into account the processes and factors that intervene in the reproduction.
- Correctly sets up press-ready files.
- Understands and evaluates the variables of a print run.
- Defines and differentiates between the different types of industrial printing and their idiosyncrasies.
- Interprets the characteristics of graphic projects, chooses the most suitable printing system and prepares originals and files for subsequent reproduction.
- Knows how to choose the ideal graphic media for a specific project.
- Optimizes the elements that intervene in the reproduction phase of a graphic project.
- Monitors the printed product in all the reproduction and printing phases, and the corresponding quality controls.
- Evaluates the presence of new technologies in industrial graphic production.

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

The title holder:

- Differentiates the procedures and knows how to use the principal techniques of graphic expression and their tools, instruments and materials.
- Selects and knows how to apply graphic techniques that best suit the thematic, stylistic and communicative particularities of the graphic assignment.
- Experiments with the expressive possibilities of the different techniques in accordance with their stylistic and artistic preferences and incorporates them into their own personal style.
- Analyses and appreciates techniques and styles in printed images from different eras and evaluates how they might be applied to their own creative style.
- Develops his or her own graphic communication skills, personal creativity and expressivity

through graphic work.

### ***“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 ideas and messages in a print product.
- 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 graphic print products.
- 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 graphic print products based on their formal, technical and communicative characteristics.

### ***“Proyectos de gráfica impresa” (graphic print projects)***

The title holder:

- Understands the methodologies and knows how to apply them in different graphic print projects.
- Plans and develops the design process for graphic print 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 print products 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 print project and develops it until he or she obtains a graphic product of technical, artistic and communicative quality.
- Evaluates the execution of graphic print 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 messages.
- Masters technologies that are specific to graphic print in order to devise and develop graphic projects of professional quality.
- Knows the specific regulations that apply to graphic print.

### ***“Proyecto integrado” (integrated project)***

The title holder:

- Proposes and carries out an graphic print 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 print project, the professional skills.

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

The title holder:

- 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:

- Participates in the day-to-day working routines of a graphic design company or studio and carries out the professional tasks that correspond to his or her level of training.
- Enters into contact with the labour world and participates in 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 graphic print 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 print 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 Print Design 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 different applications. He or she draws up proposals and projects for graphic products 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.
- Art Director.
- Creative Executive.
- Production Coordinator.
- Graphic designer expert in selecting and using typographic resources for different applications.
- Creation of final artwork for their correct printing, the selection of media and finishes, the analysis of pre-printing tests, quality control, post-production.
- Graphic collaborator in multidisciplinary 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:** 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:

- Royal Decree 1429/2012, of 11 October, which establishes the Diploma of Higher Education in Plastic Arts and Graphic Print Design 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 graphic image	3
Typography	7
Industrial graphic production	5
Techniques of graphic expression	5
Fundamentals of graphic design	4
Graphic print projects	13
Integrated project	7
<b>Training and career guidance</b>	3
<b>Practical training in companies, studios or workshops</b>	3
	TOTAL CREDITS
<i>TOTAL MINIMUM EDUCATION REQUIREMENTS</i>	<b>120</b>
OFFICIAL DURATION OF THE DIPLOMA	<b>2,000</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.



## INFORMATION ABOUT THE EDUCATION SYSTEM

