

PROFESSIONAL GRAPHIC DESIGN



▶▶ LEVELS OF ACHIEVEMENT ■■■■■■■■ 1 = BEGINNER ■■■■■■■■ 2 = INTERMEDIATE ■■■■■■■■ 3 = ADVANCED

▶▶ CORE CREDITS 36 ▶▶ MANDATORY PROGRAM CREDITS 150 ▶▶ ELECTIVE CREDITS 15

COURSE NAME	CREDITS	COURSE TYPE	CORE COMPETENCIES										SPECIFIC COMPETENCIES			REQUIREMENTS
			Written Communication	Oral Communication	Critical Thinking	Quantitative Reasoning	Information Literacy	Citizenship	Innovative Thinking	Visual Communication	Innovation	Entrepreneurship	Use of New Technologies	Interdisciplinary		
▶▶ TERM 1 CRD 20																
Language Comprehension and Production I	4	CORE	1												HU24 Leveling of language or have approved Language PDN (level definition test)	
Ethics and Citizenship	2	CORE					1								HU24 Leveling of language or have approved Language PDN (level definition test)	
Creativity Workshop	3	CORE								1					Does not have requirements	
Introduction to Drawing	4	PROGRAM				1					1				Does not have requirements	
Semiotics and Visual Communication	3	PROGRAM		1								1			Does not have requirements	
Color and Techniques	4	PROGRAM	1										1		Does not have requirements	
▶▶ TERM 2 CRD 23																
Language Comprehension and Production II	4	CORE	2	1											HU03 Language Comprehension and Production II	
Basic Mathematics	5	CORE			1										Does not have requirements	
History of Graphic Design	2	PROGRAM		1							1				DG06 Semiotics and Visual Communication	
Drawing and Expression	4	PROGRAM		1								1			DG191 Introduction to Drawing	
Typography	3	PROGRAM			1						1				DG06 Semiotics and Visual Communication	
Visual Grammar	5	PROGRAM	1					1	1						DG159 Color and Techniques	
▶▶ TERM 3 CRD 22																
Contemporary World	3	CORE		1			1								HU24 Leveling of language or have approved Language PDN (level definition test)	
Integrated Research Seminar	3	CORE		2		2									HU04 Language Comprehension and Production II	
Drawing Applied to Design	4	PROGRAM		1						2					DG193 Drawing and Expression	
Digital Environment	3	PROGRAM							1				1		DG192 Visual Grammar	
Applied Typography	3	PROGRAM	2							2					DG74 Typography	
Visual Communication	6	PROGRAM	1			1				1			1		DG192 Visual Grammar	
▶▶ TERM 4 CRD 23																
Globalization, Cultural and Economic Approach	3	CORE	2	2											HU04 Language Comprehension and Production II	
Introduction to Philosophy	3	CORE	2	2											Does not have requirements	
Illustration	4	PROGRAM						2	2	1					DG195 Drawing Applied to Design	
Digital Design	4	PROGRAM						2				1			DG196 Digital Environment	
Applied Photography	3	PROGRAM		2					2						DG195 Drawing Applied to Design	
Graphic Project	6	PROGRAM	2	1			2	2		1		1			DG194 Visual Communication and DG196 Digital Environment	
▶▶ TERM 5 CRD 23																
Comics and Graphic Novels: Contemporary Readings	3	CORE		2											HU24 Leveling of language or have approved Language PDN (level definition test)	
Communication in Organizations	3	CORE	2												HU04 Language Comprehension and Production II	
Consumer Behavior	3	PROGRAM				2		2							HU317 Integrated Research Seminar	
Interactive Design	4	PROGRAM				2		2					2		DG204 Digital Design	
Digital Illustration	4	PROGRAM						2	2				2		DG196 Digital Environment and DG198 Illustration	
Editorial Project	6	PROGRAM	2	1		2			2	2		2	2		DG199 Graphic Project and DG77 Applied Typography	
▶▶ TERM 6 CRD 22																
Elective	3	ELECTIVE													-	
Creative Photography	3	PROGRAM		2				2	3			2			DG201 Applied Photography and DG140 Digital Illustration	
Marketing Applied to Design	3	PROGRAM			2					2				2	DG218 Consumer Behavior	
Packaging	3	PROGRAM			2				3						DG199 Graphic Project	
Design and Environment	4	PROGRAM				2								2	DG199 Graphic Project	
Identity Project	6	PROGRAM	3	2		2	2	3	2	3		2		2	DG202 Editorial Project	
▶▶ TERM 7 CRD 19																
Elective	3	ELECTIVE													-	
Advanced Interactive Design	4	PROGRAM						3				2			DG200 Interactive Design	
Creative Writing	3	PROGRAM	3	3									2		HU235 Comics and Graphic Novels: Contemporary Readings	
Animation	3	PROGRAM		3									2		DG140 Digital Illustration	
Advertising Project	6	PROGRAM	3				3	3	3	3	3		2		DG206 Identity Project	
▶▶ TERM 8 CRD 19																
Elective	3	ELECTIVE													-	
Costs and Processes	4	PROGRAM			3									3	DG20 Marketing Applied to Design	
Computer Infographics	3	PROGRAM				3				3					DG212 Design and Environment	
Advanced Animation	3	PROGRAM		3										3	DG207 Animation	
Interactive Project	6	PROGRAM	3					3				3	3	3	DG209 Advanced Interactive Design and DG203 Advertising Project	
▶▶ TERM 9 CRD 15																
Elective	3	ELECTIVE													-	
Preliminary Thesis Project	3	PROGRAM		3		3						3			DG210 Interactive Project	
Branding	3	PROGRAM							3					3	DG203 Advertising Project	
Creative Project Management	6	PROGRAM	3				3	3		3	3			3	DG210 Interactive Project	
▶▶ TERM 10 CRD 15																
Elective	3	ELECTIVE													-	
Law and Visual Communication	3	PROGRAM						3						3	DG211 Costs and Processes	
Thesis	3	PROGRAM		3		3						3			DG213 Preliminary Thesis Project	
Integrated Communication Project	6	PROGRAM	3	3				3	3	3				3	DG215 Creative Project Management	