ILLUSTRATION DEGREE
1st and 2nd semesters

LANGUAGE AND DIGITAL TECHNIQUES.

Students will learn the fundamentals of digital two-dimensional representation. They will use a bitmap or raster editor program. Students will learn how to retouch images non-destructively. Also, they will acquire basic knowledge to animate illustrations. They will learn how to scan analog drawings and layout written work. Finally, students will complete a job for prepress.

REPRESENTATION SYSTEMS.

This subject is intended to develop in the student technical criteria, expressive and artistic sensitivity, for the subsequent exercise of their profession.

The student will obtain the following objectives:

- Practical theoretical and methodological knowledge necessary to carry out technical projects that directly address the representation of bodies and three-dimensional spaces on the plane, sharpening their sense of perception.

- Resources that allow you to formulate realistic proposals, adjusted to the time and available resources.

- Work paying attention to cultural diversities, artistic tendencies, to the characteristics of the materials, perceiving regularities through the diversity of contexts.

- Skills and abilities that allow expressing graphic solutions with precision, clarity and objectivity, understanding three-dimensional models and visualizing figures or pieces from different points of view

BASIC PROJECTS.

The subject is understood as an initiation workshop where students learn methodologies to carry out illustration projects, from the analysis of the briefing, searching for information, ideation, up to its execution and presentation, taking into account aesthetic, formal, conceptual, emotional and cultural concepts.

The projects worked on in this subject may serve as a basis for the subject of second course Design Management.

DESIGN (ILLUSTRATION) MANAGEMENT.

The subject of Illustration and Business is a subject aimed at showing the student the aspects of the exercise of the profession of illustrator, it has a general and introductory character regarding the basic notions of the exercise of the profession and will be the basis for the two more specific subjects of business that are taught in the second and third year (Design Management and Marketing and Communication)

The general objectives of the course are:

- Know the professional environment of the illustrator.

- Encourage autonomous work and collaborative teamwork.

- Provide students with the ability to access sources of information on professional aspects.

- Provide the future professional with the ability to illustrate knowing and valuing the economic, legal and professional context where the exercise of their profession will take place.

PRINCIPLES OF ILLUSTRATION HISTORY.

The subject focuses on three aspects:

a) Reflection on the role of illustration and its relationship with the plastic arts.

b) The evolution of the social function of illustration and the various responses that have been

given throughout history.

c) Knowledge of the historical circumstances in which it develops and its relationship with technological advances and social and anthropological changes that raise new needs in the use of products and services.

The subject offers the future professional essential training on styles, movements, trends and designers. Its content supports and complements the technical education of the designer from the necessary historical-conceptual reflection.

PHOTOGRAPHY AND AUDIOVISUAL MEDIA.

Photography and audiovisual media as elements of iconic representation are essential in the formative development of illustration professionals.

The subject will enhance the knowledge of the processes and the investigation of the characteristics, properties, qualities, behaviors, manipulation capacity and functionality of the materials that make up the audiovisual language.

On the other hand, the achievement of a sensitivity towards visual representation will be stimulated, with a broad audiovisual culture so that, from a study and analysis of the communicative, symbolic and aesthetic message, we can promote the development of solid and coherent projects.

SPACE AND VOLUME.

Currently, in the graphic design environment and specifically in the discipline of illustration, the 3D digital and physical environments are often merged. The current trend is to combine 3D designs with photography or flat illustrations, generating images with different communicative intentions and that enhance the story or message for which they have been created.

The general objective of this course is to provide students with the necessary knowledge and resources for the correct representation of volume in both bi- and three-dimensional space, with a design intention.

The subject provides students with the fundamental knowledge for understanding the three-dimensional shape and its behavior, as well as its use as a communicative and poetic resource. In it, various techniques for generating volume and spatial distribution will be developed, also focusing on the behavior of light on different surfaces, as a fundamental element in volumetric representation.

It is also intended that the students acquire, progressively, autonomy in the development of the tasks and projects proposed, thus favoring a critical sense and self-learning.

ARTISTIC ANATOMY.

The essential value of this subject lies in the knowledge of the human body, considering that the human figure and its formal, anatomical and joint functioning approximation are the central elements for any artist who wishes to start in the profession of illustrator.

An outstanding objective of the subject is to express the movement and structure of the human figure from memory, for this, the subject proposes a set of appropriate formulas for a type of analytical and structural representation, ranging from the simple to the complex.

The illustrator or illustrator must represent anatomy in a systematic way and with a scientific method, he must know the skeleton and the joint system, the myological system (myology is the branch of anatomy that focuses on muscles.), its shape and structure in the trunk, joints and head. Likewise, the facial expression, its application in the field of illustration and caricature.

3rd and 4th SEMESTER

PRODUCTION AND REPRODUCTION TECHNIQUES.

This subject deals with all those aspects related to the reproduction of an image and preparation of originals, they are complex processes of graphic production, therefore, in this subject, everything necessary to know and understand the techniques of obtaining or creating is shown and demonstrated. of an image with certain quality parameters, also offering the necessary technological knowledge to be able to reproduce these images with proven quality.

A special feature of this subject is that it takes place throughout the course, with 3 hours in the first semester and 4 hours in the second semester. Therefore, the general contents are divided into two main blocks that will be specified in the application of the teaching guide.

APPLIED ILLUSTRATION PROJECTS.

The Applied Illustration Projects subject is a theoretical-practical subject, in which different proposals (projects) to be developed are addressed. These solved by applying research, analysis and conceptualization methodologies around current and emerging aesthetic trends to subsequently experiment, select and carry out the Final Arts of each of the works.

As the name of the subject advances, the projects to be carried out contemplate the Illustration that is applied in different areas of Design and artistic creation. Of course, It can be otherwise and depending on the type of each proposal, they must be resolved different conditions, find original graphic languages, and finishes and proper presentations. The subject raises, through inspiring themes and awareness, and making known the new formal and conceptual languages, the application of illustration in different areas or spheres of Design and Art, such as be Fashion (clothing, accessories, tattoo), Interiors (mural and textile design...), Product (applied illustration and packaging), scientific illustration, Urban Art, etc.

HISTORY AND CULTURE OF ILLUSTRATION.

This subject contributes to the construction of the professional profile of the illustrator through knowledge of the history and culture of illustration in all its fields of application and in the diversity of its media and supports. Its fundamental objectives are to provide future illustrators with adequately contextualized visual references, reinforce the development of their creativity, and allow them to define their own style.

The subject History and culture of illustration, comics and animation focuses on two axes: the evolution of illustration productions in their relationship with the dominant aesthetic languages in each historical period and reflection on the role of illustration and the comics, as well as animation, its social function and its evolution over time.

LIFE DRAWING.

The Life Drawing subject focuses on ensuring that students are able to transfer any referent or three-dimensional environment taken from nature to the two-dimensional support of the graphic expression.

To do this, initially, you must assimilate and put into practice lace methods that maintain proportion, in addition to achieving a degree of understanding of the three-dimensionality that surrounds us in order to represent it with coherence in the support through all the strategies that allow the simulation of the space on the plane.

THEORY AND CULTURE OF THE IMAGE.

The subject Theory and Culture of the image has two main objectives:

1. Provide the future illustration professional with the ability to project knowing the symbolic, formal, functional values, quality, operation, value and aesthetic, social and environmental significance of their productions.

2. Collaborate in the acquisition of research competence, necessary in any design process and present as part of the design process itself, as well as necessary for the development of their professional activity, since it is one of the main areas where research can be developed. same.

5th and 6th Semesters

ADVANCED ANIMATION

The demand for animated content has grown significantly in various sectors such as advertising, cinema, video games, mobile applications and social networks. For this reason, the Clients and companies are increasingly looking for illustrators who can create animated content to communicate messages more effectively and attractively.

Advanced animation aims to expand the graduate's skill set in illustration, as well as integrating anima-

tion into the creative process by communicating your ideas and narratives in a dynamic way. Additionally, it allows you to create a diversified portfolio that will expand job opportunities.

The subject helps to experiment with new forms of expression, to improve visual communication applying the principles of movement, timing and visual storytelling to create effective animated illustrations. To do this, the subject can use the practices of students worked on the subject Illustration and Narration Projects of the first semester, as well as those raised from the subject Creation Projects and

Experimentation of the second, with the intention of giving them continuity in the video phase.

This will depend on the possibilities of coordination and the functioning of the groups.

The general objectives are:

- Know the types and formats of animated videos, as well as their means of dissemination.

- Build short scripts that function as microstories.

- Carry out the specific methodology of the specialty projects.

- Produce animations applying the most appropriate technique for each project.

- Animate your own illustrations with specific digital tools for the purpose to communicate effectively and persuade.

3D MODELING

The subject is understood as a specialization workshop where students learn the techniques and workflow ideal for carrying out 3D modeling work for illustration. Likewise, it will be based on the creation of three-dimensional models and their manipulation in terms of color, substances and materials, mapping them, directly applying the practices to the illustration itinerary. At the same time, lighting, rendering and posing of basic models applicable in illustration will also be worked on. The professional applications targeted are professional editorial illustration and publications, comics, cinema, animation and video games, merchandising and related products.

Contribution of the subject to the professional profile of the degree: integration of three-dimensional environments in illustration projects for different physical and/or digital contexts.

DIGITAL PRODUCTION AND EDITION TECHNIQUES

Illustration is a powerful plastic and creative tool to communicate, and it is present in advertising, in applications, games, etc. Nowadays communication is not only visual, it also allows interaction with the user and public to which the products are intended. Illustrated messages. That is why knowledge of interactive processes allows current illustrator to expand their job prospects from design training graphic and illustration.

The contribution of this subject to the professional profile of the degree is aimed at the in-depth study of vector drawing and graphic production techniques applied to the sector interactive digital. In addition, students will develop the necessary skills to exercise a job within a work team in graphic and visual production tasks for digital interactive publications.

Together with the subject Production Techniques and digital editing, it is essential for the student to take parallel digital animation workshop. They work on it complementary contents and processes, such as digital animation techniques, present in this subject from the perspective of the publication of elements interactive.

DRAWING AND GRAPHIC LANGUAGES

Drawing and graphic language could be understood as a continuation of Drawing and techniques graphics. That is to say, it is a subject of an eminently practical nature proposed as a workshop to improve different expression techniques related to drawing, whose ultimate objective is for students to follow a path of technical research and expressive to define a possible own style adapted to each project.

The timing and contextualization of the proposals is determined by the subject Illustration and narration projects, from the same semester, since a large part of the expressive and stylistic conditions that arise in the different projects, are will solve in Drawing and graphic language.

Based on this, and once the documentary research has been carried out and the references established of each proposal, in Drawing and graphic language processes and methodologies will be proposed to encourage both creativity in the ideation phases and the definition of each project.

You will experiment with different techniques and their processes, supports, application tools and combinations, giving importance to gestures, which value both expressiveness characteristic of the materials as well as that of the person who makes it. All this with the intention of knowing the behaviors and the technical and expressive possibilities of the techniques to, based on to investigate plastically, define the procedures, materials and graphic languages that They will be used to resolve the proposals for Illustration and narration Projects.

Furthermore, all this experimentation can serve as a starting point for Research Projects.

Creation and Experimentation, of the following semester, in which the student can finish define their styles and languages applying them to more personal proposals, as a preTFG.

AESTHETICS AND CONTEMPORARY TRENDS.

This subject contributes to the construction of the illustrator's professional profile through knowledge of the evolution of illustration during the last decades of its development.

Like the subject History and culture of illustration, comics and animation (belonging to the 2nd year), its fundamental objectives are to provide future illustrators of properly contextualized visual references, reinforce the development of their creativity, and allow them to define their own style. The subject can be coordinate with others in the course, especially with those corresponding to research projects illustration with which the semester is shared and to which theoretical support can be given in any transversal project that arises.

Coordination with the advanced Animation subject may be especially interesting, since during the Aesthetics and contemporary trends of the Illustration, numerous elements related to the evolution of the animation during the second half of the 20th century.

MARKETING AND COMMUNICATION

The Marketing and Communication subject is a mandatory subject, within the subject of Design Management.

The general objectives of this subject are to provide the illustration designer with the knowledge that will allow him master the techniques and tools of marketing and communication to carry out their professional activity.

Marketing and communication are responsible for researching the market in order to detect new trends and incorporate them into the design, so that the illustrator identifies and understands aspects such as the marketing strategy, the business environment, the target audience, the positioning and marketing mix of any company or professional activity to establish effective communications and create visual content that generates meaning and emotion to the target audience they are destined.

Regarding the contribution of the subject to the professional profile, it provides the designer with the necessary tools to be able to perform with autonomy and efficiency, both in the project phase of market research and analysis, as well as in the definition of commercial strategies, defining the form, configuration, quality, operation, value and aesthetic, social and environmental significance.

The content of this guide has been prepared following the prescribers that appear in the Order: analysis techniques of market, communication and marketing, research and experimentation methods specific to the subject. In this sense and throughout the seven didactic units that constitute the content of the subject, it is stated express the relevance of marketing as a decisive activity in the strategic approach of illustration:

1. Understand the principles of marketing and their application, both to the project and to one's own professional activity.

2. Apply different marketing research tools to understand the customer and the final recipient of the visual creations.

3. Analyze and investigate key aspects of the marketing strategy of the entity for which you design.

4. Develop a value proposition and know how to communicate it to the client and the environment in general.

NARRATIVE AND ILLUSTRATION PROJECTS

The subject of Illustration and Narration Projects is a subject of theoretical-practical, in which different proposals (projects) are addressed in which the narrate a story. In this case, the main weight of the na-

rrative will fall, mainly, in the role that illustration will play as the backbone of the same, but always in coordination with the text. For this, projects are proposed in the field of the book, the illustrated album and the graphic novel or comic.

It should be noted that an illustrated album is understood to be a type of publication in which the text and the image complement each other in such a way that neither makes sense without the other. It is traditionally associated, incorrectly, with an exclusively children's audience.

These projects will be resolved by applying research, analysis and conceptualization around the script, the theme and the ideal language for each narrative concrete. In addition, special emphasis is placed on the resolution of technical conditions, essential for a correct printing/display of the Final Arts.

The methodologies referred to are proposed from the precepts of Concept Art, in which develops the aesthetics (setting, atmosphere, tone, emotion…) that will be provided to the narration. This concept will be applied to the general graphic and narrative style of each of the projects, and the design of their settings, characters, props, accessories, etc.

Regarding the search for style, the subject is coordinated with Drawing and Graphic Language, which is taught in the same semester, so that part of the experimentation that is going to require each of the Illustration and Storytelling Projects projects are addressed in said subject. Furthermore, for students who want to focus their specialization on Concept Art or narrative and/or sequential illustration, Illustration and Narration Projects it could be considered a prior to your TFG.