

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	ARTISTIC ILLUSTRATION		
Type:	Optional	ECTS credits:	6
Year:	3	Code:	1562
Teaching period:	Sixth semester		
Area:	Additional Tools		
Module:	Design Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Communication through drawings has been a key feature of printed media, fashion, comic books, children's literature, humour and the press. However, communication today is turning illustration into an essential means of understanding our environment, multiplying the media on which it appears and transferring it to other visual languages on account of its versatility and low cost.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To instil in students the ability to work in a team, working independently while supporting a global project, defining responsibilities and cooperating with other professions and trades in the pursuit of a common goal.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To master suitable presentation techniques and acquire 2D and 3D representation techniques.

To acquire illustration techniques.

To cooperate with other professions, in particular, with professionals from other disciplines.

To have acquired the spirit needed for self-employment and job creation.

To develop interpersonal skills and awareness of one's own resources and capabilities.

To acquire aesthetic taste.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours