

ELECTIVE SUBJECTS (1st semester 26/27)

ELECTIVE SUBJECTS (DESIGN DEGREES)

4TH YEAR / 1st Semester

CODE	ECTS	NAME OF THE SUBJECT	HOURS / WEEK	DESCRIPTION
G_5_RL	6	Drawing for Design: from concept to final output	5	The course "Design Drawing: From Concept to Final Artwork" aims primarily to consolidate and expand students' skills in manual drawing and key graphic techniques, treating them as fundamental tools in the development of design projects. The course covers the various stages of the design drawing process, ranging from initial conceptual sketches to the creation of drawings intended for the communication and final presentation of potential proposals.
G_4_MA3D	6	Advanced 3D modeling	5	This course enables students to acquire advanced skills in organic and generative form modeling. Its overall objective is to expand students' proficiency and knowledge in advanced modeling to enhance product design projects. Specifically, the course will cover advanced NURBS and SubD modeling techniques for the digital representation of organic forms, as well as an introduction to the algorithmic modeling of complex shapes.
G_4_CMP	6	Composition and layout of publications Composició y maquetación de publicaciones	5	Conceptual thinking, professional graphic design converge in this subject. The program focuses on the integration of words and images in fields such as: magazine editing, desktop publishing, public presentations or the development of a portfolio using previous projects and works.
G_4_DT	6	Design thinking	5	In this subject we will work in a specific way on creativity, a complex phenomenon that is the ingredient which is repeated in any design's process development, which needs to be understood and practiced in order to use their corresponding resources, taking advantage of all of the potential it has to offer. It is, therefore, a cross subject because creativity's resources and Design Thinking's methodology can be applied to any design project, in any of the specialties: Graphics, Interior, Product and even Fashion. The subject has a practical character and intends to provide the students with a design's process of experimentation based on the Design Thinking's methodology.
G_4_DPP	6	Packaging Design and advertising at the point of sale Diseño de packaging y Publicidad en el lugar de venta	5	The aim of this course is to delve into the graphic design of packaging and POS as well as packaging with a dual function: transport and display of the object. It will deal with the resolution of projects in different sectors (paying special attention to the ceramics sector), emotional packaging and packaging redesign.
G_4_DPF	6	Portfolio Design Diseño de portfolio	5	In this subject, a visual representation of the students will be developed through the design and execution of their personal brand, their CV and their online professional portfolio of work, in view of their foray into the world of work. Likewise, the defense and public exhibition of their work will be worked on as a means of self-promotion.
G_4_DSI	6	Social and inclusive design Diseño social e inclusivo	5	The subject shows the activity of design from its commitment to diversity, the well-being of people and society as a collective, as a global entity. Inclusive and social design has a clear link with the quality of life of people and the planet, going beyond the ups and downs of the market. It aims to generate a space for reflection on the possibilities and limits of design for the field of 'the social', with special attention to social innovation.
G_4_ES	6	Taming Spaces Domesticando espacios	5	This subject is interior design planning and seeks a fluidity and flexibility in the distributions within the living space, at the preliminary or basic project level, it will delve into topics such as section work, or the use of housing in unusual spaces.
G_4_ED	6	English for design	5	Learning the specific English of interactive graphics through a communicative methodology through videos, preparation of oral presentations, debates, description of images, listening activities, vocabulary in context, readings associated with the discipline...
G_4_E	6	Window dressing Escaparatismo	5	The subject completes the training of the interior designer, who can work in a coordinated way on the design of the interior and exterior of the shop. It also complements the training of other specialties, since the design of a shop window involves aspects of other specialties such as graphic design (signs and graphics), as well as the design of specific products and accessories that make up the design of a shop window. The general objective of the subject is to develop skills for the design and execution of shop windows in points of sale in a creative and innovative way, taking into account the brand image and the message that the client wants to communicate.
G_4_FdM	6	Fashion Photography Fotografía de moda	5	The purpose of this subject is to provide fashion students with the necessary technical and aesthetic resources that will allow them to create images capable of transmitting or reinforcing the essence of their designs. Students will learn the methodology of the fashion photographer, will carry out shootings with both natural and artificial light, will develop editing in the field of fashion and will propose an editorial proposal to be applied to some of their projects. Basic knowledge of reflex camera handling and the use of Photoshop is required.
G_4_FD	6	Futures Design	5	The subject promotes work to achieve the SDGs, and specifically SDG 18: 'Design for the Human Future' in which a balanced human future would involve finding that balance between human creativity and the artificial intelligence present in machines, technologies and digital platforms. It is about learning to anticipate future scenarios in order to design in an innovative way, in the long term, and generate positive changes in society, taking advantage of technology for a more human future.
G_4_I	6	Lighting Iluminación	5	Lighting is an optional subject offered as part of Interior Design. The course aims to enable students to reflect on the importance of light (natural or artificial) in the execution of interior design projects. The course also studies the different technologies, techniques, psychological aspects, specific regulations, as well as the energy efficiency of lighting installations.
G_4_IAP	6	Illustration Applied to the Product Ilustración aplicada al producto	5	The aim of this subject is to contemplate the product to intervene as a support on which to develop an illustration. The methodology is based on the development of 4 specific projects: illustration design for a 1-merchandising, 2-habitat and furniture, 3-leisure and 4-ceramics product. We will follow the project structure from the initial briefing, going through the brainstorming, the mockups design and 3D visualization under a storytelling point of view. The products will be presented as supports/vignettes on which the student's illustration will be adapted. The adapting way for different products will have a narrative relationship with the product itself and with the product as a whole.
G_4_MAD	6	Audiovisual Media for Designers Medios audiovisuales para diseñadores	5	With this subject, students will acquire the knowledge and skills required for the creation of designs in audiovisual format with professional results. Developing all the phases of realization, and experimenting in the aesthetic aspects and in the communicative possibilities.
G_4_PAI	6	Landscaping Paisajismo	5	The subject of Landscape Architecture is designed with the aim of delving into the inevitable relationship between the environment and the job, as well as acquiring the concepts that provide any type of project. The course aims to provide students with the necessary tools to grasp the whole process of insertion and dialogue between the projected work and the space in which it is to be located in a perfect symbiosis between the different disciplines. This subject does not include actions in the territorial landscape affected by large infrastructures on rural land in general, but it does include specific actions such as interventions in the gardens of single-family homes, leisure activities, viewpoints, suburban parks, Land Art interventions and interventions in the urban public space. The aim is to provide the students, throughout the course of the subject, with a series of tools that will allow them to act in the exterior physical space with the same fluency that they already do in the interior and to establish compositional, visual, material, etc. relations between the two. The aim of this subject is to learn to use the knowledge that the student has acquired in them or possesses naturally from his own experience. However, it is inevitable to introduce specific conceptual contents related to the analysis of the different aspects involved: functional analysis, formal analysis, organic analysis, physiological and ergonomic analysis, historical, anthropological and environmental analysis, sociological and psychological analysis, economic and commercial analysis, technical and regulatory aspects, typological study.
G_4_PDA	6	Advanced digital pattern-making Patronaje digital avanzado	5	The development of digital pattern making in the fashion world is already a necessity, and it is essential to know how to work with different softwares that allow the development of quality projects that can be quickly implemented. The objective of the course is to provide the knowledge to create 2D and 3D digital patterns, in order to facilitate and modernize the creation process.
G_4_TCJ	6	Toy Creation Workshop Taller de creación de juguetes	5	The main objective of the course is to develop the design and materialization stages of a product oriented to the children's sector, which covers the learning needs, and complies with the safety regulations that these types of products must guarantee in order to be marketed. The materialization process must be done in the school's fablab, prototyping a life-size toy.



G_4_TEM	6	Fashion design studio workshop Taller de estudio de diseño de moda	5	The course will deal with direct collaboration with companies and institutions through real projects. These projects will be managed as they would be in a real studio. The knowledge acquired will help students to set guidelines for their professional future.
G_4_TI3D	6	3D printing workshop Taller de impresión 3D	5	3D scan, polygon mesh restoration of a 3D object and creation of a GCode to print a physical 3D object.
G_4_TARF	6	Advanced photorealistic rendering techniques Técnicas avanzadas de renderizado fotorealista	5	Cycles is a new render engine that is available next to Blender Internal. It is a ray tracing based render engine with support for interactive rendering, a new shading node system, new texture workflow and GPU acceleration.
G_4_TIP_M	6	Typographies in Movement Tipografía en movimiento	5	In this subject, the Graphic Design student body will learn the necessary fundamentals, concepts and procedures to generate and use with criteria the kinetic typography, improving the expressive and persuasive character of moving text, to strengthen the message and enhance the communication in media and audiovisual or interactive supports. Acquiring a series of skills both behavioral, conceptual and procedural (graphic and technical), of use to present or communicate textual information in a more visual, dynamic and attractive way, whilst making their understanding, comprehension and memorisation.