



# BA(Hons) **Graphic Design**

Official Higher Education Qualification

Official degree of the Kingdom of Spain

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240 ECTS credits

4 years duration



Studying graphic design opens the doors to a competitive world of work under high demand. This degree is a great opportunity for employment.



Would you like to create brands and design corporate identities?  
**Do you dream of planning and developing web projects?** Would you like to shoot and edit professional digital video projects?

Graphic design is communication from a visual point of view, a highly effective medium due to the combination that exists in this discipline: photography, illustration, use of software, audiovisual techniques, etc.

A professional graphic designer must be able to transmit sensations of coherence and balance to create a product that can transmit a company's message. The graphic designer also helps to build the reputation of any organisation starting from its corporate identity to the most complex elements.

Studying graphic design opens the door to a competitive and in-demand world of work. This degree is a great opportunity for job placement.

At EADE we have the necessary technical and the latest technology for the perfect development of each subject (plotter, chroma key, photography studio, 3D printer, light table, Mac classroom, electronic whiteboards, etc.).

In addition, the professional and specialised teaching staff will complete a comprehensive education of excellence.



Official degree of the Kingdom of Spain. EADE is an **authorised centre** by the Regional **Ministry of Education** of the Andalusian Regional Government to teach Higher Artistic Degrees in Design, with equivalence to Degree.

Therefore, the qualification obtained is an official one from the **Andalusian Government**, Spain



# SYLLABUS

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## First year

- Visual Language
- Project Creativity and Methodology
- Representation Systems
- Vector Representation
- Digital Photography and Audiovisual Media
- Freehand Drawing. Sketches and Outlines
- Art and Aesthetics History
- Typography I: Composition
- Techniques of Expression in Design
- The History of Design: XIX, XX Century and Present
- Typography II: from Calligraphy to Graffiti

60 ECTS

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## Second year

- Three-dimensional construction
- Scientific Fundamentals Applied to Design
- Technical English
- Typography III. Typography Design and Management
- Materials, Technology and Graphic Production
- Anthropometrics and Ergonomics
- History of Graphic Design
- Editorial Design and Layout
- Eco-design and Sustainability
- Spanish Graphic Design. Andalusia
- Visual Identity Design

60 ECTS

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## Third year

- The Theory and Culture of Design
- Design Management
- Web Design and Development
- Illustration Applied to Design
- Graphic Design in Motion
- Elective Subjects
- Photography Applied to Design
- Design Applied to Packaging
- Audiovisual Media
- Advertising Campaigns

60 ECTS

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## Fourth year

- Introduction to Animation
- Information Design
- Interactive Design
- Space Graphics
- Project Presentation and Rhetoric
- Graphic Design, Innovation and Business
- Optional Modules
- Final Project
- Internships in Companies

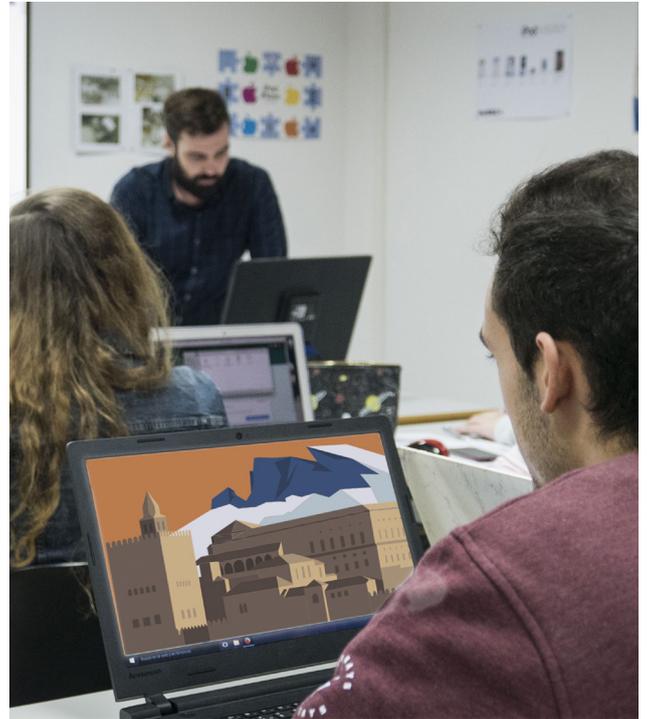
60 ECTS

**TOTAL DEGREE: 240 ECTS**

## JOB BANK

EADE graduates have a very high level of employability thanks to the sound education they receive during their years of study, the active Job Bank and the practical approach of its programmes.

Enterprising professionals, with sound knowledge and skills, able to work in teams and join the job market: this is the hallmark of those who have studied at EADE.



## CAREER OPPORTUNITIES

The job opportunities of these studies are very broad and are fully adapted to the current labour market, which demands professionals in permanent training and with a great capacity for updating their knowledge:

- Creative department in advertising agencies or design studios.
- Editorial design, web or multimedia design.
- Computer graphics or 3D designer
- Graphic production
- Expert in corporate or visual identity
- Graphics and audiovisual post-production.
- Art director in advertising agencies or design studios.



# LECTURERS



**Pablo Díaz**

Directing Head of Advertising and Design Degree courses in EADE. President of the International Network of Design Principles and Practices. PhD in Audiovisual Communication and Advertising. International PhD stay at the Université Sorbonne in Paris. Degree in Audiovisual Communication. Master's Degree in Teaching. University Expert Degree in Digital Marketing. Lecturer in the Audiovisual Communication and Advertising Department in the University of Malaga. Member of the Academy of Performing Arts of Andalusia. Nominated to the Lorca Award for Best Andalusian Playwright 2016 and 2018. SGAE's Playwright award 2017. SGAE Research Project Award 2017. Award from the Spanish Playwright Association 2018. Jesús Domínguez Theatre Awards and Buero Vallejo Award 2021



**Raúl Fernández**

Architect. Teaching Certificate. Founding partner of IMPAR, a Design and Architecture Agency. Founding partner of the multidisciplinary collective 'Malakatón' Urban Proposals the pedestrian.



**Luis Alhama**

Sculptor and Designer. BA Degree in Fine Arts from the Universidad Politécnica de Valencia. Master's in Art Production and Contemporary Thinking. Master's in Teaching. As an artist, Alhama has exhibited in numerous art galleries, recognised through various awards in design fairs of cities such as Madrid, Barcelona, Paris, Vienna and Berlin.



**Víctor González**

Architect and set designer, finishing his doctoral thesis on Urban Landscape. PGCE. Specialised in Building renovation and Urban Landscaping. Member of "Malakatón" Urban Proposals for the Pedestrian.



**Cristina Ramos**

Graduate in Advertising and PR and Bachelor of Fine Arts. PGCE. Communication Coordinator for different companies in the sector. Since 2009 she has been working at Nova School in the Department of Communication and Corporate Image Department.



**José Luis Valverde**

Graduate in Fine Arts from the University of Malaga. Master in Interdisciplinary Artistic Production. Master's Degree in Education. HND in Advertising Graphics and Illustration. Visual artist and researcher, his artistic work has been exhibited in national and international galleries and museums such as such as ARCO and Getxoarte. Participation in the Colart scholarship, in Griffin Gallery (London), Iniciarte (Seville) and Facba (Granada).



**Keko Martínez**

Graduate in Fine Arts and PhD student at the Polytechnic University of Valencia. Master's Degree in Education. Specialised in Public Art and Urban Culture. He has exhibited his work in museums such as the Chirivella Soriano Foundation (Valencia) and the CAC (Málaga). Awarded grants by ZWAP (Bilbao), Didacart (Santander), La Térmica (Málaga), DE2 (Cologne, Germany) and NOAD (New York), among others.



**Álvaro Torres**

Graduate in Advertising and Public Relations and HND in Graphic Arts PGCE. Master's in Graphic Design. Lecturer for different entities such as the Town Council of Benalmádena, University of Valladolid and Mancomunidad de Municipios de la Sierra de las Nieves, Junta de Andalucía.



**Rocío Texeira**

Graduate in Fine Arts, Master's degree in Education. Lecturer at the Faculty of Communication Sciences in Education at the University of Málaga since 2012. Founding Partner of the project "Azulpato - Art Workshop" and lecturer of Plastic Arts. She combines her teaching work with exhibitions of personal artistic productions in the field of painting.

# LECTURERS



## **Eva García**

Graduate in Audiovisual Communication. Master's Degree in Teaching. Twenty years of professional and teaching experience. Photographic Projects, Multimedia Products and Interactive Environments lecturer for CESUR. FPO courses lecturer in Production, Computer Aided Design and Web Programming. Since 2006 she has been working as a freelancer in Ilustra XXI, Design and Communication.



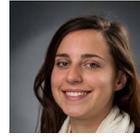
## **Susana Vera**

Architect. Master's Degree in Teaching. Started their professional career in Interior Design in Bologna (Italy). Developing intensive professional work in building, interior and editorial design. She has carried out of high-quality and safety work for the Palacio de Ferias y Congresos (convention Centre) in Malaga.



## **Sara Escudero**

Graduate in Fine Arts. PGCE. Advanced Studies Diploma in Design Drawing and New Technologies. Master's in Professional Graphic Design. Master's Degree in Professional Website Design. CEO and Founder of the brand "Sara Escudero", a company specialising in graphic and web design, photography and web positioning (SEO).



## **Fátima Montero**

Graduate in Fine Arts. Master's in Artistic Production. Master's Degree in education. Visual artist specialising in sculpture and designer. Currently she combines her teaching work with the brand management for "El pez "El pez dorado", and is accredited with recognition from design fairs all over Europe.



## **Verónica Bernabé**

Graduate in Fine Arts. Technician in Advertising Graphic Design. University Master's Degree in Teaching. Advertising project management with more than 15 years of experience in different agencies. Co-founder of HENDRIX Agency. Graphic designer and illustrator, she currently collaborates with different private companies in projects of Digital Marketing and Communication.



## **Marta Serrano**

Graduate in Industrial Design Engineering and Product Development. Master's in InfoArchitecture and Interior Design, wide experience in Architecture Studies, experience in exhibitions in the Picasso Museum, MUPAM and Carmen Thyssen Málaga. She has collaborated with different private companies and public organisations as a trainer.



## **Juan Goñi**

Architect. Director of "Klicstudio" Architecture. He has given training at the ETS of Architecture of Seville. In the past, lecturer in Graphic Expression in Architecture and Entrepreneurship in Business Administration at the University of Malaga.



## **Laura Díaz**

Architect. Master's in Teaching and Interior Design. Experience in Architecture and Interior Design studies, as well as Site Manager. Currently, co-founder and project manager at FILBAK, a studio specialising in spatial branding.



## **Enedina Puertas**

Architect. PGCE. Founder of the Brand "Survey Malaga". Expert in refurbishing and building pathology. Collaborator in the drafting of reports for the Mutual Insurance Company ASEMAS. Judicial and forensic expert. Thermographer certified by the Infrared Training Center.



## **Salvador Pulido**

Graduate in Art History. Master's degree in Education. Lecturer in History of Art, Design and Image since 2007 at EADE. Lecturer in Andalusian Legacy and Mudéjar Art for tourist guides of the Junta de Andalucía in Malaga, Marbella and Seville.

# LECTURERS



## Rocío Calleja

Practising lawyer in Malaga and Commercial and Fiscal Litigation Company Consultant. Specialised in public subsidies. Certificate of Pedagogical Aptitude. She works as an external consultant lawyer Malaga City Council on self-employment for the Andalusian Confederation of Businessmen of Andalusia and in different social organisations.



## Paula Salido

Graduate in Fine Arts and Master's degree in education from the University of Malaga. Collaboration grant with the Painting Department of the Faculty of Fine Arts. Master's in Research and Production in Contemporary Art by the University of Granada. Specialised in multiple reproduction graphic arts, she teaches printmaking in her studio and in other creative spaces.



## Juan Manuel Gallardo

Graduate in Fine Arts from the University of Malaga. Master's Degree in Education. Master in Digital Postproduction Official at the Polytechnic University of Valencia. Master's in Web Design and Frontend Development. Experience in graphic design and motion graphics in different agencies of the advertising and communication sector.



## Nuria Ruiz

Graduate in Fine Arts. Master's in Secondary Education. Trained in Advertising Graphic Design, Digital Enhancement, Image Scanning in I.S.E. C1 qualification from the School of Languages. Teacher of Arts in San Francisco and creator and creator of didactic workshops for La Térmica. (Malaga, Parliament).



## Victoria Maldonado

Graduate in Fine Arts and doctoral student at the University of Malaga. Master's Degree in Teaching and Interdisciplinary Artistic Production. HND in Illustration and Advertising Graphics. She has participated in contemporary art fairs such as ARCO and Arte Santander. She has obtained production grants such as get started (Seville), La Térmica (Málaga), Ababol (Aladrén, Zaragoza), Fundación Viana (Bilbao) or UmaRoma (Royal Academy of Spain in Rome). Her work can be found in Museums such as CAC Málaga, Pollensa or Almedinilla.



## María Herrera

Graduate in Architecture and Master's in Teaching from the University of Malaga. Specialised in Environmental Design and New Technologies and in Building Information Modelling. Interested in territorial and urban planning new technologies applicable to it. Biblio Smart research project at the University of Malaga. Experience in the Architecture and Urban Planning Service of the Malaga Provincial Council and Klic Studio.



## Rafael Rodríguez

Architect by the E.T.S.A. of Seville. PGCE. Master's in BI Project Management and Development. He has directed work teams in the implementation of working projects. Experience in structural calculations, architectural computer graphics and drawing up expert opinions on building pathologies. He directs the architectural firm R2M Architect's architecture studio.



## Diego Casado

Graduate in Fine Arts from the University of Malaga. Master's degree in Education. Life Drawing at an architecture school in Switzerland. Artistic Director in design and animation projects. Lecturer of 2D Character Design and 3D Modelling for various entities such as the Polytechnic University of Valencia.



## Marina Díaz

Architect. Master's Degree in education. International experience in architecture studios such as CEBRA Architecture in Denmark or ALA Architects in Finland. She currently combines her profession with product design in the brand of which she is the founder, "Mapnético".



## Cristina Robles

Graduate in Architecture. Master's Degree in Teaching. She combines her teaching role with her work as an architect and 3D designer focused on architectural visualisation, either in urban development projects, architecture or interior design.

## METHODOLOGY

The modules of the syllabus are taught on site and by means of continuous assessment. A minimum attendance of 80% of the lectures is required.

At the beginning of the course, the lecturer provides students with the assessment criteria, which outlines the methodology to be used during the academic year.

Lectures are highly dynamic and taught in small groups. Teaching is personalised with a focus on work-oriented training.

# E A D E

## REQUIREMENTS

- High school diploma. The diploma must be approved in Spain. More information about “homologación” at the Embassy of Spain in your country. Some countries have automatic recognition.

- Sufficient understanding of Spanish. If you do not speak Spanish well, we offer Spanish classes. We also offer help to find accommodation.

## ADMISSIONS

Request information at [eade.es](http://eade.es) indicating the name of the agency or agent that has contacted you.



## WHY **EADE**?

EADE is a university centre affiliated to the University of Wales Trinity Saint David, authorised by the Regional Government of Andalusia and registered in the Register of Universities, Centres and Degrees (RUCT) of the Spanish Ministry of Education under centre code 29016203.

EADE also houses the Centre for Higher Design Studies and the Centre for HND Programs, with official qualifications from the Regional Government of Andalusia, and the Centre for Postgraduate Studies, which offers its own and official British qualifications.

Over **30 years'** experience

**Small** groups

Practical **work-oriented** training

Continuous assessment

**Double** marking

Personal **tutor**

High **employability**

Active **professionals**

Academic **excellence**

Latest technology

**Job bank**

Excellent facilities

**Work placement**

**Easy access**  
by motorway

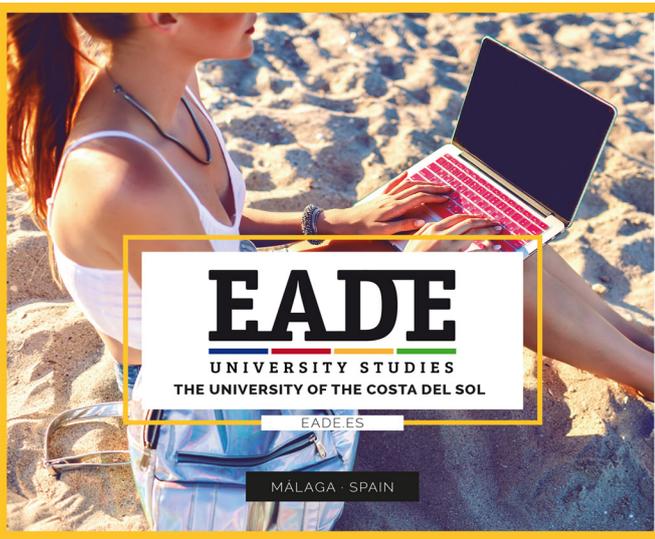


# Campus

## EADE

The EADE campus is located in Pedregalejo Alto, a residential district in east Malaga, 10 minutes from the city centre and 200 metres from the beach. It is well connected by motorway (exit 245) and by regular urban transport lines, so access is quick and easy. The Pedregalejo promenade with its trendy restaurants and bars is also very close to the historic centre.

In recent years, Malaga has stood out both for its growing business network and its wide range of tourist and cultural attractions such as the Contemporary Art Centre, the Pompidou Centre, the Picasso Museum or the Carmen Thyssen Museum, perfect additions to a university education.



**EADE**

UNIVERSITY STUDIES  
THE UNIVERSITY OF THE COSTA DEL SOL

EADE.ES

MÁLAGA · SPAIN



EADE Estudios Universitarios  
C/ Miguel Sel Gómez de la Cruz, 2  
29018 Málaga  
952 20 71 22  
info@eade.es  
eade.es