**HUMANITIES
AND SOCIAL SCIENCES**

# Graphic Design

**Objectives**
To prepare, in a theoretical and practical manner, specialists able to suitably use visual media and techniques according to plan; also, to develop a creative and responsible analytical and self-analytical attitude, and to further develop interest in research about art and graphic design.

**Student Profile**
The student in this program should:
- Be creative and innovative;
- Have the ability to visually communicate and interpret concepts;
- Be able to analyze and synthesize;
- Have an aptitude for drawing and illustrating;
- Be interested in working with media, particularly ways of communicating visually.

**Areas for Potential Employment**
Graduates of this program will be able to grow in government or private businesses in advertising, television, publishing, or printing; they can also work in such areas as film and audiovisual production, product display, and window display.  Additionally, graphic designers can, among other options, work as freelancers, have a design firm or run a similar kind of business, or work as consultants or supervisors.

**First Semester**
-Mexican Art History
-Genesa
-Basic Drawing
-Graphic Design Theory
-Epistemology
-Basic Design
-Sketching and Perspective

**Second Semester**
-History of World Art
-Philosophical Anthropology
-Life Drawing
-Composition for Advertising
-Communications
-Three-Dimensional Design
-Economic Factors in Design

**Third Semester**
-History of Graphic Design
-Visual Communication
-Anatomical Drawing
-Monochromatic Graphic
  Images
-Introduction to Photography
-Font Design
-Marketing
-Silk-Screen Printing

**Fourth Semester**
-Persuasion and Sales
-Research Methodology
-Drawing of the Human
  Figure
-Polychromatic Graphic
  Images I
-Creative Photography
-Logo Design
-Graphology
-Silk-Screen Printing II

**Fifth Semester**
-Economic Problems in
  Mexico
-Semiotics
-Advertising and Promotion
-Polychromatic Graphic
  Images II
-Special Effects in
  Photography
-Symbol Design
-Computing I

**Sixth Semester**
-Costs and Budgeting
-Graphic Arts
-Printing Plates
-Illustration Techniques

-Photography for Business
  and Advertising Purposes
-Design in Advertising
-Computing II

**Seventh Semester**
-Internship I
-Airbrushing
-Audiovisual Presentation I
-Animation
-Television I
-Design in Publishing
-Design by Computer I

**Eighth Semester**
-Internship II
-Design by Computer II
-Audiovisual Presentation II
-Public Relations
-Television II
-Comprehensive Design
-Professional Ethics