

(*) Indicates that there are additional or special requirements, consult the end of the document



Santa Cruz de Marcenado, 27
28015 Madrid - España.

Digital and Multimedia Design

Integrated Programme in Communication Sciences
International offering 2023-2024

FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Audiovisual narrative *	Spanish C1
6	1	Vector design *	Spanish C1
6	1	Creative writing *	Spanish C1
6	1	Professional skills seminar I	Spanish/English
6	2	Intellectual property and data protection *	Spanish C1
6	2	Digital image treatment and retouching *	Spanish C1
6	2	Web architecture *	Spanish C1
6	2	Character creation and design *	Spanish C1
6	2	Pensamiento creativo (Design thinking) *	Spanish C1
6	3	Web design and usability *	Spanish C1
6	3	Transmedia and interactive script *	Spanish C1
6	3	Digital editing *	Spanish C1
6	4	Character articulation (rigging) *	Spanish C1
6	4	Art direction *	Spanish C1
6	4	Seminar on professional skills III	Spanish/English

SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	History of visual design *	Spanish C1
6	1	Digital Illustration Techniques *	Spanish C1
6	1	New technologies and the information society *	Spanish/English
6	1	Photography: composition and aesthetics *	Spanish C1
6	1	Typography *	Spanish C1
6	2	Business and entrepreneurship in cultural industries *	Spanish C1
6	2	3D modeling and texturing *	Spanish C1
6	2	Programming languages *	Spanish C1
6	2	Storyline and applied script *	Spanish C1
6	2	Professional skills seminar II	Spanish/English
6	3	2D & 3D animation *	Spanish C1
6	3	Post production *	Spanish C1
6	4	Digital projects workshop *	Spanish C1
6	4	Corporate identity and brand image *	Spanish C1

Syllabi:

*** ANOTACIONES O REQUISITOS ESPECIALES:**

Audiovisual narrative *

Limited spots

Vector design *

Limited spots

Creative writing *

Required to have C1 or C2 in Spanish. Limited places.

History of visual design *

Limited spots

Digital Illustration Techniques *

Limited spots

New technologies and the information society *

May be offered in English, but only if a minimum number of interested students is reached

Photography: composition and aesthetics *

Limited spots

Typography *

Limited spots

Intellectual property and data protection *

Limited spots

Digital image treatment and retouching *

Limited spots

Web architecture *

Limited spots

Character creation and design *

Limited spots

Pensamiento creativo (Design thinking) *

Limited spots

Business and entrepreneurship in cultural industries *

Limited spots

3D modeling and texturing *

Limited spots

Programming languages *

Requires basic knowledge of HTML and CSS. Limited spots.

Storyline and applied script *

Required to have C1 or C2 in Spanish. Limited places.

Web design and usability *

Limited spots

Transmedia and interactive script *

Limited spots

Digital editing *

Limited spots

2D & 3D animation *

Limited spots

Post production *

Limited spots

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Character articulation (rigging) *

Requires basic knowledge of 3D and animation. Limited spots.

Art direction *

Limited spots

Digital projects workshop *

Limited spots

Corporate identity and brand image *

Limited spots