

## **Graphic Design**

### **Graphic Designer – 4 years**

#### **Objectives**

To train graduates in a discipline that concerns the visual communication of information, events, ideas and values. Graphic design is an activity in which social, cultural, perceptive, aesthetic, technological and environmental factors are processed and synthesized into shapes.

#### **Contents**

The basic training takes place in workshops of planning practice (fundamentally in design) where students have to synthesize the knowledge acquired in all the subjects. In the last year of the cycle, students have the opportunity of choosing an orientation to specialize in.

#### **Job Opportunities**

The different orientations and disciplines make up a whole. Graphic designers are qualified to inquire into the perceptive, social and cultural world of human beings in order to propose visual shapes that represent authentic communication. Graphic Designers work to meet the requirements of:

- Visual Identification systems
- Road, urban and architectonic signalling systems
- Editorial design. Projects of collections and specialized books. Newspaper and magazine designs
- Advertising campaigns for graphic media
- Development of exhibitions, commercial and cultural displays.
- Packaging design
- Software design: interactive CD ROM, web pages and websites