

# EUROPASS SUPPLEMENT TO THE DIPLOMA OF

**TITLE OF THE CERTIFICATE (original language: ES)**

*Técnico Superior de Artes Plásticas y Diseño en Ilustración*

**TRANSLATED TITLE OF THE CERTIFICATE (English)**

*(Diploma of Higher Education in Plastic Arts and Design in Illustration)*

---

## PROFILE OF SKILLS AND COMPETENCES

**The holder has acquired general skills relating to:**

Carrying out their work using different techniques and styles used in this professional field, in order to meet the demand that exists in the different areas: advertising agencies, publishing houses, design studios, the media, architecture, television, etc. In this way are met the demands of society in this field, thereby contributing to raise the level of quality of such products by endowing them with artistic quality.

**Within this framework, each PROFESSIONAL MODULE includes objectives leading to the following LEARNING RESULTS that the holder acquires.**

### ***“Dibujo artístico” (artistic drawing)***

The title holder:

- Graphically captures and expresses shapes in his or her environment, and plastic ideas of their own personal creation.
- Appreciates the expressive capabilities of a stroke incorporating this knowledge into their own work.
- Resolves aspects of space, light and composition.
- Possesses the technical and conceptual knowledge needed to resolve the difficulties that arise in the different areas of illustration.
- Develops their ability to draw from memory.
- Develops their own style.
- Develops his or her aesthetic sensitivity and creativity.

### ***“Historia de la imagen gráfica” (history of the graphic image)***

The title holder:

- Develops his or her visual and conceptual perception of the languages that pertain to illustration and advertising.
- Understands the specific manifestations of these languages, associating them with the aesthetic concepts of the historical-cultural environment.

- Analyses the genesis and evolutionary processes of these artistic specialities, relating them in space and time to the different visual cultures.
- Places particular value on current achievements, both in their dimension of communication media and in their specifically artistic formulation.

#### ***“Técnicas de ilustración” (illustration techniques)***

The title holder:

- Masters the different techniques and tools of an illustrator.
- Possesses a broad vision of the techniques of illustration and of the different possibilities of each one, from the most realistic to the most abstract.
- Knows which are the most appropriate techniques for each problem.
- Knows and knows how to use the most common practices in an ilustración workshop (such as opening one’s own image file, searching for documentation, etc.).
- Resolves problems that arise by selecting the most appropriate technique.

#### ***“Técnicas Gráficas Tradicionales” (traditional graphic techniques)***

The title holder:

- Knows and knows how to use chalcography, screen printing, lithography, additive graphic techniques, etc., as a technical and expressive resource of illustration and to better understand industrial graphic techniques.
- Develops his or her sensitivity and creativity.

#### ***“Técnicas Gráficas Industriales” (industrial graphic techniques)***

The title holder:

- Knows the processes an original goes through, from when it is created until it is published, in order to understand the different possibilities of each assignment, in particular, photomechanical problems (whether traditional or digital) and the most common printing systems in the industry.

#### ***“Proyectos de ilustración” (illustration projects)***

The title holder:

- Develops the sense of initiative and creativity, aimed at resolving specific problems of graphic communication.
- Integrates the knowledge and techniques already developed in search of greater contact with the professional world.
- Adapts the illustration to the text or context in which it is to be immersed.
- Carries out projects that reflect the arc of possibilities that the illustrator has in the world of work.
- Develops his or her artistic sensitivity and creative capacity.
- Presents clean and professional work.

### ***“Diseño Gráfico Asistido por Ordenador” (computer-aided design)***

The title holder:

- Correctly uses computer material and equipment.
- Uses a computer as an application technique in the creative and productive process and as a communication and management tool.

### ***“Fotografía” (photography)***

The title holder:

- Possesses such basis concepts as composition, framing, chiaroscuro, texture, perspective, etc.
- Employs photography as a means of "illustration" which, in association with such other techniques as colouring, retouching, photomontage, collage, rotating, etc., place him or her half way between orthodox photography and ilustración.
- Uses his or her own shots as the origin of their illustration works.

### ***“Formación y orientación laboral” (training and career guidance)***

The title holder:

- Knows the legal working framework and the rights and obligations that derive from labour relations.
- Possesses the necessary awareness of occupational health as a determining factor of both the quality of life and of quality results in productive activity.
- Knows the different ways to access employment, as well as the aid from agencies and institutions dedicated to this end, whether at a state or Autonomous Community level.
- Has been trained to perform associative tasks with an attitude of cooperation and also teamwork activities.
- Possesses the necessary bases to organise a small or medium-sized company and to market their products bearing in mind such aspects as production and distribution, commercial relations and the legal, social and labour aspects involved therein.
- Knows the legal instruments specific to the speciality.

## **RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE**

The holder of a Diploma of Higher Education in Plastic Arts and Design in Illustration carries out his or her work in different areas: advertising agencies, publishing houses, design studios, the media, architecture, television and as a freelance specialising in a specific technique or style.

As a drawer capable of interpreting a story or concept by endowing it with the most appropriate graphical representation or as a specialist giving final shape to a sketch, provided by another person with a specific technique or style.

Professionals of this level are trained to work as a self-employed person or as an employee, understanding the details and nature of the work to be performed, which implies a knowledge of the techniques and processes of industrial reproduction; as an illustrator in the TV world, advertising agencies, publishing houses, etc. and carrying out free work for subsequent marketing.

## **OFFICIAL BASIS OF THE CERTIFICATE**

**Name and status of the body awarding the certificate:** The Ministerio de Educación, Cultura y Deporte (the Ministry of Education, Culture and Sport) or the Autonomous Communities in the area of their own administrative responsibility. The degree has academic and professional effects that are valid throughout the entire State.

**Official duration of the Diploma:** 1,950 hours.

**Level of the certificate (national or international).**

- NATIONAL: Non-university higher education.
- INTERNATIONAL:
  - Level 5b of the International Standard Classification of Education (ISCED5b).
  - Level 5 of the European Qualifications Framework (EQF5).

**Entry requirements:** Bachelor's Degree or Certificate of having passed the corresponding access test and the specific access test.

**Access to the next level of education or training:** It is possible to move on to higher education in artistic teaching and to any university degree course.

**Legal basis.** Rules and regulations on which the Diploma is based:

- Minimum teaching requirements established by the State: Royal Decree 1456/1995, of 1 September, which establishes the diplomas of Education in Plastic Arts and Design in Graphic Design for Advertising, in Illustration and in Artistic Photography, which belong to the professional family of Graphic Design, and approves the corresponding minimum education requirements.

**Explanatory note:** This document is intended as supplementary information to the Diploma in question, but on its own it does not have any legal validity. It may be accompanied by an Annex I which the corresponding Autonomous Community shall fill in.

## COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

MINIMUM TEACHING MODULES	HOURS
Artistic Drawing	175
History of the Graphic Image	100
Illustration Techniques	175
Traditional Graphic Techniques	75
Industrial Graphic Techniques	50
Illustration Projects	175
Computer Aided Design	75
Photography	75
<b>Training and Career Guidance</b>	50
<b>Practical Training in Companies, Studios or Workshops</b>	25
<b>Final project</b>	75
	TOTAL
OFFICIAL DURATION OF THE DIPLOMA	<b>1,950 HOURS</b>

\*The minimum education requirements reflected in the above table constitute 55% of the total duration of the Diploma; they are of an official nature and are valid throughout the national territory. The remaining 45% is specific to each Autonomous Community and may be reflected in **Annex I** of this supplement.

No ECTS credits are assigned to the degrees of Higher Education in Plastic Arts and Design of Organic Law 1/1990 (LOGSE). These degrees are to all intents and purposes equivalent to the degree of Higher Education in Plastic Arts and Design published in Organic Law 2/2006 (LOE), to which **120 ECTS credits** and a duration of 2,000 hours are assigned.

## INFORMATION ABOUT THE EDUCATION SYSTEM

