

# EUROPASS SUPPLEMENT TO THE DIPLOMA OF

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

*Técnico Superior de Artes Plásticas y Diseño en Edición de Arte*

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

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

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## PROFILE OF SKILLS AND COMPETENCES

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

Serving, with the necessary qualifications, as editors and managers of files of graphic and bibliographic works, acting as a catalyst and manager between the market demand and the different professionals (engravers, bookbinders, illustrators, poets, etc.) involved in the production of this type of work. This profession currently serves to enhance the quality of bibliophile publications, combining artisanal expertise with an artistic sensitivity bestowed by professionals in the field, a knowledge of marketing and market structures, the breadth of bibliographic production, editorial specialisation and existing artistic models.

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

### ***“Historia del Libro” (history of the book)***

The title holder:

- Develops visual and conceptual understanding of artistic language specific to the publishing of Art and of the arts in his or her specific field.
- Relates the sensory reality of the book and graphical publishing as conveyors of culture and science with their technical and artistic dimension, understanding the historical development and the aesthetic evolutions that they have experienced over time.
- Understands the distinctive graphic elements of each period and the ties that bind them to the art and the society of the time.
- Assesses the creations of contemporary plastic arts, paying special attention to current trends in art publishing.
- Completes their theoretical-practical knowledge with the different areas that make up this training cycle, so as to obtain a multifaceted view of the meaning of the artistic publishing of bibliophile books as artistic objects.

### ***“Marketing”***

The title holder:

- Knows the basic business techniques in order to be able to carry out studies on potential markets and their distribution channels.

- Understands and knows the process and the techniques of market research.
- Understands the different systems of sales planning and price setting.
- Knows the different strategies for promoting products.
- Achieves a global understanding of corporate distribution systems.
- Knows the steps that should be followed to ensure marketing strategies are implemented and analyses the different types of costs.

#### **“Taller de grabado y estampación” (engraving and embossing workshop)**

The title holder:

- Possesses training in the specific field, both in its theoretical and its practical aspects.
- Knows the products, tools and machinery specific to the medium.
- Knows and knows how to use the engraving processes that allow it to be used as a means of expression.
- Creates matrices and their different means of embossing.

#### **“Taller de Encuadernación” (bookbinding workshop)**

The title holder:

- Knows the procedures involved in binding a book, both in its functional and its ornamental aspect.
- Knows the materials and tools used in book binding: their characteristics and properties.
- Knows the different techniques used in artistic bookbinding.

#### **“Taller de Reproducciones e Impresiones Industriales” (industrial reproductions and prints workshop)**

The title holder:

- Possesses an overall vision of photomechanical reproduction techniques and modern printing techniques.
- Knows the new computer systems for the reproduction of originals.
- Knows the processes an original goes through for its creation until it is published.
- Provides solutions to constraints of a technical and economic nature.

#### **“Arquitectura, Diseño del Libro y Análisis de Ediciones” (architecture, book design and the analysis of editions)**

The title holder:

- Possesses an overall knowledge of the structure and composition of a book.
- Knows the main elements of editorial design, primarily typography.

- Knows the new desktop publishing procedures (DTP).
- Appreciates editorial products.
- Possesses the technical and artistic knowledge needed to pass proper judgement of a work under analysis.
- Analyses the specific qualities that define bibliophile editions.
- Knows how to determine the historic period of works, variations and evolutions in the productions of various eras.

### **“Proyectos de Edición de Arte” (art publishing projects)**

The title holder:

- Develops a project with the information and tools required in each phase, and draws up and presents documents, both written and graphic.
- Develops specific sketches, models and prototypes related to the modes of artistic, artisanal and industrial production, taking into account the most suitable materials for the end product and the colouring.
- Prepares the necessary samples in accordance with the trends of the moment.
- Analyses, since the study of the prototype, the economy of materials, production processes, finished work, and the possible recycling of parts of the product.
- Develops his or her creativity and artistic sensitivity.

### **“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 Art Publishing carries

out his or her activity in companies or workshops, whether public or private, small, medium-sized or large, all related to the specific field of publishing and managing files of graphic work and bibliophile editions. He or she may also work as an independent professional or an associate in a cooperative.

## **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:** 1,800 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 1386/1995, of 4 August, which establishes the diplomas of Higher Education in Plastic Arts and Design in Engraving and Embossing Techniques, in Artistic Bookbinding and in Art Publishing, which belong to the professional family of Art Applied to Books, 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
History of the Book	75
Marketing	75
Engraving and Embossing Workshop	175
Bookbinding Workshop	75
Industrial Reproductions and Prints Workshop	75
Architecture, Book Design and the Analysis of Editions	200
Art Publishing Projects	175
<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>1,800 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

