Introduction to the degree

The Bachelor’s Degree in Design and Creative Technologies is part of the professional sphere resulting from the application of artistic processes to cultural industries, which is independent from artistic practice. Those cultural industries are aimed at the production of goods and services related to professional commissions and to the creation, production and marketing of creative cultural contents. Nowadays, this professional and applied use of artistic processes requires having in-depth knowledge of visual uses in the different communication media, understanding functional and aesthetic solutions, and using various techniques, often involving new technologies.

Internships

Internships are voluntary and provide a first contact with the business world, which is useful for the student’s professional curriculum. In addition, they may be recognized as credits. Students registered in third year may participate in this programme. Internships will take place in industrial, textile, ceramic, audio-visual or graphic design companies; in publishing houses or in decoration and photography studios; in art galleries, cultural foundations and museums; and in advertising agencies.

There are several businesses internship programmes abroad which are available each year (Erasmus Internships, Leonardo and Blasco Ibáñez).

International mobility

The UPV has exchange agreements with 120 universities belonging to 35 different countries where you can spend from 3 to 10 months (i.e., an entire academic year).

Continuation of studies

With this degree, you will be able to access to:

- MD in Multimedia and Visual Arts
- MD in Artistic Production
- UPV Master’s degree
- others MD + levelling subjects

Professional opportunities

There are many different business sectors that require specialization in design and creative technologies, with high levels of preparation and multidisciplinary knowledge. In recent years, the demand for specialists in graphic design, illustration, 2D and 3D animation, computer graphics, web design or mobile device applications development has grown exponentially; and so has the number of companies launched by those new professionals.

Thus, graduates will be able to work in areas of applied artistic creation, such as graphic design, audio-visual design, editorial design, web and mobile applications design, game design, illustration, animation, advertising creation, etc.

Study at the UPV and be part of Spain’s best technological university according to the Shanghai ranking.

Enjoy our huge campuses with spaces designed for you such as the Student Recreation House. You can do up to 70 sports in our facilities. You will find many services at your disposal: language classes, discounts in public transport, counselling, employability support…
Bachelor's Degree in Design and Creative Technologies

Credits for obtaining the degree

<table>
<thead>
<tr>
<th>Basic courses</th>
<th>Compulsory</th>
<th>Optional</th>
<th>Internship</th>
<th>TFG</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.00</td>
<td>72.00</td>
<td>102.00</td>
<td>0.00</td>
<td>6.00</td>
<td>240.00</td>
</tr>
</tbody>
</table>

The subjects that you will be able to take

**Basic courses**
- Basics of Color
- Basics of Digital Image
- Fundamentos del Dibujo y Anatomía
- Fundamentos del Diseño
- Fundamentos del Volumen
- History of Design and Creative Technologies
- Programming

**Compulsory courses**
- Business Management
- Communication Theory
- Elements of Design
- Ilustración, Lenguajes y Técnicas
- Medios Audiovisuales
- Medios Interactivos
- Principios Básicos de la Animación
- TFG Methodology
- Typography

**Elective courses**
- Design of Advertising Spaces and Set Design
- Visual Identity
- Academic and Professional German A1 - A2
- Advertising and Product Photography
- Anatomía Artística para la Animación y la Ilustración
- Animación Stop Motion
- Animation Projects
- Animation Theory and Analysis
- Animatónica
- Cinematography
- Design and Art Direction Projects
- Digital Compositing
- Digital Marketing
- Diseño Web
- Editorial Design
- E-Publishing
- Fundamentos de la animación 2D
- Graphic Communication
- Graphic Production and Final Art
- Illustration Projects
- Ilustración Narrativa
- Interactive Communication Projects

**Languages**
- Marketing en las Tecnologías Creativas
- Modelado 3D
- Pre-Production for Animation
- Producción Animación
- Programación Web
- Programming Mobile Devices
- Proyectos de Realización Publicitaria
- Soundtrack and Audio Postproduction
- Stamping Techniques Applied
- Teoría y Análisis del Diseño y la Ilustración
- Theory and Analysis of Interactive Media
- User Interface Design
- Video Game Design
- Video Games Development
- 3D Animation
- 3D Printing