

Skills and career opportunities

Competencies

Core competencies

- Students have demonstrated knowledge and understanding of an area of study that builds on the foundation of general secondary education and is usually at a level which, while relying on advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study
- Students can professionally apply their knowledge to their work or vocation and possess the competencies that are usually demonstrated through the problem-solving, development and defense of arguments and within their field of study
- Students are capable of compiling and interpreting relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific, or ethical issues
- Students can communicate information, ideas, problems, and solutions to both specialist and non-specialist audiences
- Students have developed the necessary learning skills to undertake further studies with a high degree of self-direction

General Competencies

- Critically understanding the interrelationships between various artistic disciplines and their philosophic trends through history and the evolution of aesthetic, historical, and cultural values.
- Knowing and interpreting the symbolic processes and meaning of visual communication.
- Participating in the management of projects linked to the design and development for a digital product
- Expressing ideas and concepts by applying the fundamentals of aesthetics and perception of an image in terms of structure, form, color, and space for creating digital content
- Analyzing context in general terms and, based on the compiled data, making decisions about the associated digital project according to the target audience and the established business model

- Working in multidisciplinary work environments while displaying teamwork skills, versatility, flexibility, creativity, and respect for colleagues' work from other disciplines.
- Applying the creative fundamentals of idea generation in audiovisual projects for digital environments.
- Being familiar with the work environment, employability resources, and legal framework of the degree field.
- Optimizing work according to the technological resources of the processes and tools of the developing project.
- Applying the techniques and artistic tools associated with digital content generation.
- Synthesizing projects by expressing ideas and data, graphically and in writing, in a structured, organized, and understandable way.
- Producing highly finished images using the most appropriate tools for the project.

Transversal Competencies

- Being able to understand the definition and scope and put into practice management methodologies for technological development projects.
- Being familiar with the key actors in the sector and the complete life cycle of a project in the development and commercialization of digital content
- Knowing the hardware and software fundamentals of computers and communication networks as well as the principles of storage and cloud computing, along with their usefulness and application to digital economy development projects
- Being able to keep up to date with knowledge in the use of digital tools and technologies according to the current state of the sector and the technologies used.
- Possessing the necessary skills for digital entrepreneurship.

Specific competencies

- Executing drawing with traditional and digital techniques for both the conceptualization and rendering of images.
- Knowing and applying the basics of photography, the elements of visual composition, and the expressive value of lighting.
- Representing shapes and spaces three-dimensionally, using the essential techniques of traditional and digital modeling.

- Texturing, lighting, and rendering 3D environments using the appropriate techniques and tools.
- Knowing and applying typographic classifications, the anatomy and characteristics of typefaces, as well as their usefulness in any audiovisual medium.
- Producing professional work in Digital Design.
- Defining and implementing the proper visual style for a project.
- Assessing and implementing the formal, semantic, functional, and ergonomic aspects of design.
- Knowing and implementing the techniques, tools, and mechanisms necessary to produce effective brand advertising communication.
- Designing, structuring, and planning an interactive digital publication.
- Conceptualizing and creating digital artwork that requires the use of computer technologies.
- Creating audiovisual works by applying the principles of composition, audiovisual narrative, and graphics animation to the production, planning, editing, and postproduction of sequences and shots, according to the platform used.
- Introducing motion graphics visual effects in an audiovisual or new media project using the appropriate techniques and tools.
- Being capable of designing interfaces for multiple devices according to the principles and techniques of usability and human-machine interaction.
- Designing, planning, and creating the layout of websites and mobile applications.
- Using marketing and commercialization tools in project management.
- Creating a graphical document, demonstrating their technical and artistic skills.
- Establishing the appropriate procedures to adapt the design of content to different "transmedia" platforms.
- Knowing the global needs of industries and economies, as well as globalization, its consequences, and its application in international business.

Professional opportunities

Design

- Brand Digital Development.
- Digital Illustrator.
- Digital Publications Designer.
- Content Editor.
- Advertising Designer.
- Graphic Designer.

Management and Production

- Creative and production manager in computer graphics animation.

Digital Art

- Digital Artist (Software Art, Net Art, Video Art, Multimedia Installations, Virtual Reality, Augmented Reality)
- Video Mapper
- Interactive Artist

Art Direction

- Advertising Art Director.
- Multimedia Art Director.

Audiovisual Creation and Editing

- Audiovisual Media Designer.
- Motion Grapher
- New Media Designer
- Motion Graphics Designer.
- Audiovisual Editor.
- Computer graphics for TV, periodicals or signage.

Web and usability

- Web Designer and Layout Designer
- Web Designer and Layout Designer.
- Web Developer.
- Interface Designer.
- User Experience Designer.
- App Designer.