

[MDB402] ADVANCED VISUAL COMMUNICATION

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN			Subject	?
Semester	2	Course	1	Mention / Field of specialisation	
Character	OPTIONAL				
Plan	2025	Modality	Face-to-face	Language	CASTELLANO
Credits	4	Hours/week	2.22	Total hours	40 class hours + 60 non-class hours = 100 total hours

2030 AGENDA GOALS



PROFESSORS

AZPI-GARCIA, ANDONI

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
DESIGN METHODOLOGY VISUAL COMMUNICATION	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA44 - Design complex animations to highlight the value of an innovative product/service to the target audience based on user experience		x		4
Total:				4

KC: Knowledge or Content / SK: Skills / AB: Abilities

SECONDARY LEARNING RESULTS

RMD14 [!] *Diseñar animaciones complejas para resaltar el valor un producto/servicio innovador al público objetivo desde la experiencia de uso*

LEARNING ACTIVITIES

Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams

CH

40 h.

NCH

60 h.

TH

100 h.

EVALUATION SYSTEM

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

W

100%

MAKE-UP MECHANISMS

Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems

CH - Class hours: 40 h.

NCH - Non-class hours: 60 h.

TH - Total hours: 100 h.

CONTENTS

1. Visual communication: graphic design and corporate identity2. Communication through motion graphics3. Principles of animation4. Audiovisual design and motion graphics5. After Effects as a tool

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources

(No resources)

Bibliography

<https://labur.eus/PyTOq>