

LABA
VALENCIA

SCHOOL OF ART
DESIGN
& NEW MEDIA



Course Syllabus
BAH IN DIGITAL MEDIA
HND IN GRAPHIC &
DIGITAL DESIGN

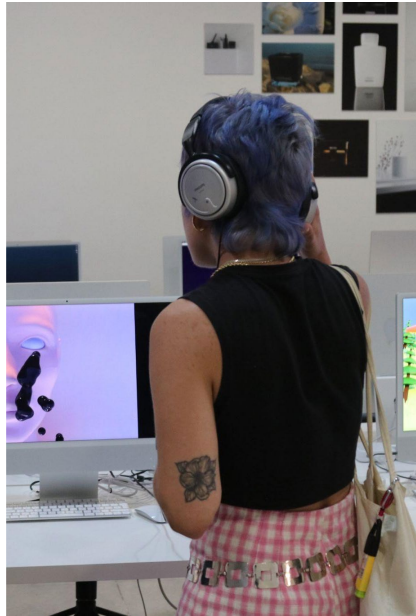
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BAH IN DIGITAL MEDIA HND IN GRAPHIC & DIGITAL DESIGN

- Degree: Bachelor of Arts (BA Hons)
- Credits: 360 UK credits = 180 ECTS
- Duration: 3 years
- Timetable: Full-time
- Language: Spanish / English
- Modality: Face-to-face

In the **BAH IN DIGITAL MEDIA** you will be able to develop your creative talent as a professional in web design, multi platform applications, motion graphics, branding, creative coding, digital art, advertising and 360° communication. You will be training for one of the sectors with the greatest international projection, with a profile of digital multimedia designer, prepared to meet the growing needs of a market in full expansion and with a great demand for professionals.



Description

In the **Bachelor of Arts (Hons) in Digital Media** you will be able to develop your creative talent as a professional in web design, multi platform applications, motion graphics, branding, digital art, advertising and 360° communication.

From day one, you will work towards becoming a design and digital media professional, developing a multidisciplinary portfolio, learning the latest languages and tools used by pioneering companies in the sector at an international level, through classes, masterclasses and workshops with the best teachers, working professionals and internship programmes with companies.

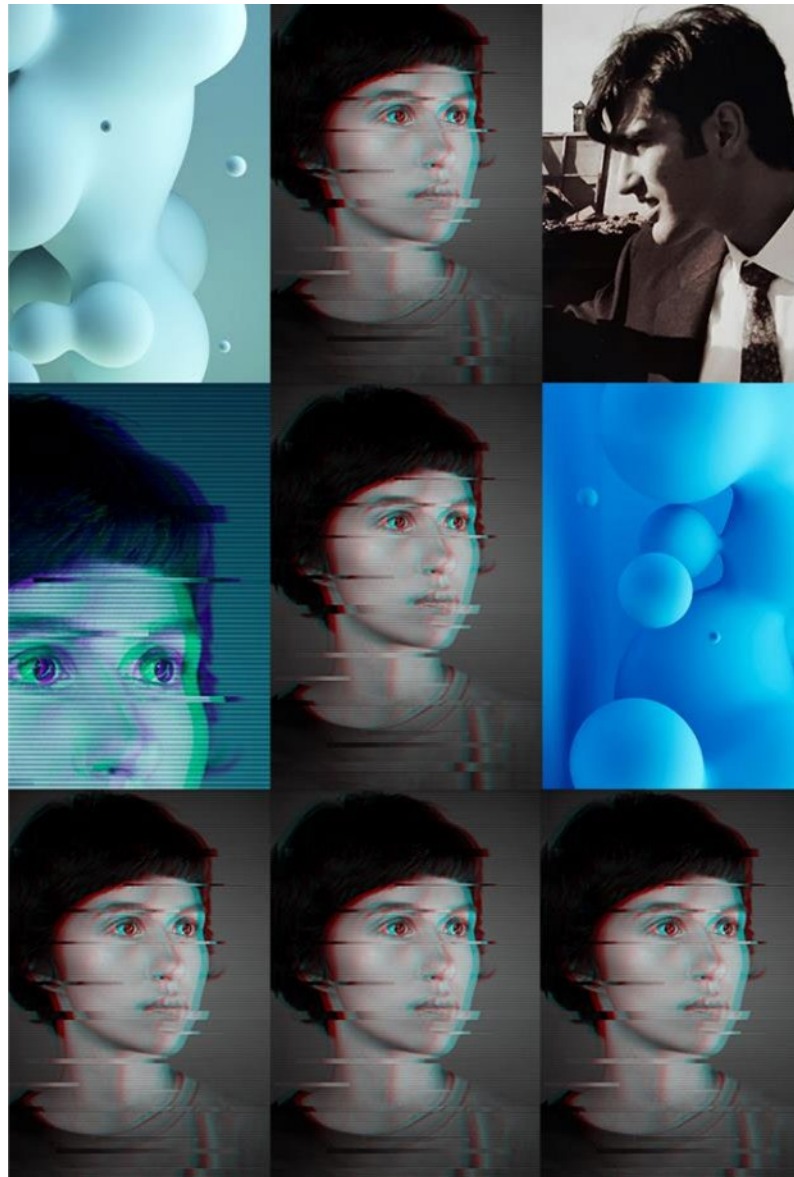
You will learn to apply your creativity to the design of competitive digital products, using the main software, such as the complete Adobe package, prototyping software for apps and websites, etc.

You will learn about the trends in digital design UX, UI, 3D, AR, and their applications in the various sectors of the creative industries: web and app design, advertising, shows, events and festivals, branding, communication, digital art, new media...

You will also learn how to design, develop and manage projects, lead teams and set up and finance your own business.

As a fundamental part of your studies, you will create your personal portfolio, and you will be linked to professionals and companies in the sector. Your personal portfolio will maximise your chances of getting the best internships and jobs, helping you to create international networks that will strengthen your position in the creative and professional world.

Career prospects



- Multimedia / transmedia / digital media designer
- Web designer
- App designer
- UX designer
- Motion graphics designers
- Art director
- Creative 3D infographic designer
- Interactive product designer
- Branding specialist
- Digital artist
- Social media content creator

Examples of companies/sectors you can work for:

- Technology and app development companies
- Design and consulting studies
- Advertising, communication, marketing, and branding agencies
- Art industry
- Graphic industry: Prepress and printing
- Audio-visual production companies
- Press, book, and record publishers
- Creative departments of businesses and institutions
- Communication departments of businesses and institutions



HOME 2
Searching...





Methodology and objectives



With more than two decades of experience and four campuses in Italy, **LABA's methodology** has a uniquely practical approach aimed at the job market, encouraging students to develop artistic experimentation habits.

This methodology is based on learning by doing and design thinking processes, combining in-person classes, workshops and masterclasses led by pioneering artists and institutions. Your educational experience at LABA will also include internships in companies with highly renowned professionals.

Other aspects worth highlighting are:

- Small classes, with a maximum of 20 students per group
- Internships in national and international companies
- Lessons in Spanish and English

The objective is to enhance a student's artistic and technical ability to tackle the projects that our current professional environment is involved in, and to promote a multidisciplinary, international profile, as well as fostering an entrepreneurial spirit.







Units



The first year UNITS

The first year focuses on the acquisition of basic design concepts, communication theory, project methodology, the latest digital tools for UI design, prototyping, motion graphics, and image, video and sound editing.

Professional development immerses students in the world of the creative industries. Masterclasses with professionals will help them explore the professions and profiles of the sector.

Units 1st semester

- + Contextual Studies_Exploring
- + Professional Development
- + Fundamentals & History of Graphic Design_Part 1
- + Illustrator & In Design_Basics
- + Advertising & Communication
- + After Effects & 2D Animation_Foundation

2nd semester

- + Graphic Design Practices
- + After Effects & 2D Animation_Creative Project
- + Contextual Studies connecting
- + Fundamentals & History of Graphic Design_Part 2
- + Web Design_UI Foundation
- + Illustrator & In Design_Advanced

The units may vary due to possible updates of the syllabus.



The 2nd year UNITS

In the second year you will gain advanced knowledge of key software and techniques, web and app development, art direction, creative coding, generative design with AI 3D modelling and animation, advanced 2D animation.

Students will also analyse trends in digital design and learn methods for managing and developing projects in a team.

Students will prepare their portfolio and social networks in order to have a professional presentation for the internships in companies in the final year.

Students will work on briefs for real companies in a variety of UNITS. They will develop a collaborative project for a prestigious brand, bringing together the knowledge they have acquired.

The units may vary due to possible updates of the syllabus.

Units 1st semester

- + Contextual Studies Advanced Investigation
- + Graphic Design Advanced_ Project 1
- + AI: A Creative Approach
- + Web Design_Prototyping
- + 3D Modelling & Rendering Foundation
- + After Effects & 2D Animation_Advanced

2nd semester

- + Collaborative project Client Brief
- + After Effects & 2D Animation_Professional Project
- + Social Media Practices
- + 3D Modelling & Rendering Creative Project
- + Graphic Design Advanced_ Project 2
- + Professional Practices Investigation
- + Professional Practices Portfolio
- + Collaborative project Agency
- + Web Design_UI & UX
- + Generative Design & Creative Coding



The 3rd year UNITS

The third year completes the students' training and prepares them for their professional career and presentation. It focuses on the student's artistic and creative development, as well as aspects of financing and market entry.

Throughout the academic year, students can choose to do an internship in a company. If students wish to go to another country, they can do so in the following year.

The final project will be one of the key themes of the whole academic year, which will be reinforced with laboratories for advanced editorial design, sound, AI and art direction, among others.

Units

- + The Politics and Failures of the Digital Revolution
- + Research: Speculative Futures and Digital Histories
- + Creative Application Design and Development
- + Creative Coding Applied to Web Design
- + Professional Digital Media Practice Portfolio - video reel
- + Prof. Dig. Media port. - Freelance -Financial Management
- + Prof. Dig. Media port. - Professional Communication
- + Editorial Design
- + After Effects Advanced
- + 3D Modelling & Rendering Advanced
- + Final Major Project

The units may vary due to possible updates of the syllabus.



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