

26) <http://www.ofertaeducativa.uson.mx/index.php/division-de-humanidades-y-bellas-artes/licenciatura-en-diseno-grafico/>

Undergraduate Areas of Study

See bachelor's degrees by campus:

Hermosillo

Cajeme

Nogales

Santa Ana

Caborca

Navojoa

Bachelor of Arts in Graphic Design

DGP CODE: 771302

Typical time to degree: 8 semesters

Degree conferred: Bachelor of Arts in Graphic Design

Campus where it is offered:

Hermosillo

Program coordinator:

Name: Monica del Carmen Aguilar Tobin

Email: maguilar@capomo.uson.mx

Telephone: (662) 259 21 79/80

Office location: 30

Office Hours: Monday to Friday from 8 am to 3 pm

Related websites:

Department Website

Division Website

DESCRIPTION OF THE DEGREE PROGRAM

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General Objective

Educate graphic design professionals able to develop and organize visual communication strategies, as well as intervene in the process for the production, systematization and distribution of messages in print media, with proficiency in the proper tools to appropriately transmit their graphic design expertise.

Specific Objectives

Provide students with theoretical, methodological and procedural tools for their growth in the field of graphic design.

Foster student attitudes that will lead them to carry out their profession in a responsible, thoughtful and tolerant way strictly adhering to ethics.

Create, foster and disseminate cultural trends in design through a quality education supported by pedagogical methods underpinned by academic projects that are clearly linked to theory and professional practice in any of its expressions.

Relate academic work to that of companies, the educational and cultural institutions for our city, region and country as part of an ongoing project, integrating at the same time the technological developments to creative processes with a clear commitment to student-centered learning.

Offer comprehensive education based on universal ideals as well as one's own ideals with a pedagogical teaching method aimed at forming professionals capable of self-learning, with a broad view of design and committed to multidisciplinary work that allows them to face diverse problems to adapt themselves efficiently to changing professional and economic environments in a world submerged in the culture of globalization.

Make a commitment to the teaching and outreach of contemporary and cutting-edge design, underpinned by an academic approach that fosters sensitivity, talent and creativity as essential components and contributing factors in the education of active, proactive students committed to the physical, social and cultural environment of any professional context where graphic design is performed.

WHAT-CAN-YOU-DO-WITH-THIS-DEGREE?

Skills Acquired

Identify needs in terms of graphic communication that are observed in groups, organizations and institutions.

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Master the theoretical, methodological and instrumental fundamentals of disciplines related to the creation of graphic messages with a professional attitude and awareness by means of the rational and responsible application and use of resources.

Master the process of design and graphic expression for visual messages.

Manage design projects that strengthen the sustainable development of communities and human groups.

Identify and effectively use regulatory, financial and technological aspects as well as other regulatory provisions in the field.

Resolve issues inherent to graphic communication design.

Evaluate the relevance and impact of products and services in terms of graphic communication.

Professional fields

Institutions and businesses of a public or private nature in the areas of publicity, multimedia printing, visual communication, art, IT, photography and illustration.

The design and development of communicative products.

Graphic communication through print and electronic media.

Creating product development or design business.

The manufacturing industry.

As independent professionals (freelance) serving:

Cultural production and dissemination.

Project management incorporating multiple skills and resources.

Teaching at high schools and universities with prior pedagogical and instructional training.

Estimated current salaries >>

PROGRAM OF STUDIES

Learn more about this program downloading the course list and the curriculum map of its plan of studies.

Course list

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Curriculum map

HOW TO ENROLL IN THIS DEGREE PROGRAM

Entrance requirements

The general requirements to enter an undergraduate program at the University of Sonora are the following:

Request enrollment at the Department of Academic Services in accordance with the terms of the respective announcement.

Submit a complete high school diploma.

Submit a certified birth certificate.

Take an admissions test and be accepted according to the terms and conditions of the respective announcement.

The other requirements established pursuant to Article 22 of the current Academic Regulations.

For more information, visit our Admissions page

Requirements for admission

Aptitudes

Skill in handling shapes and space.

Creative, critical and innovative spirit and ability to propose solutions to specific problems.

Manual skills and disposition to use them.

Ability to express themselves in writing, orally and graphically.

Visual memory, as well as perceptual and observational ability.

Appropriate handling of information for communicative, technical and cultural purposes.

Ability to express themselves artistically and aesthetically.

Ability to organize their time.

Concentration and perseverance.

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Attitudes

Patience for working with tools and materials.

Interest in phenomena of human communication both individually and in mass media.

Interest in the conservation of the environment.

Disposition for independent and lifelong learning.

Practical and dynamic sense.

Interest in searching for new solutions, experimentation and research.

Awareness of the main problems afflicting society and the ability to integrate the result of new insights into the structure and development of design objects.

GRADUATION REQUIREMENTS

Requirements for graduation or degree candidacy:

Having completed 100% of the credits in the program.

Comply with the University's Social Service, pursuant to the respective regulations.

Requirements for the degree candidate procedure

Graduation requirements:

Pass 100% of the study plan of the corresponding program.

Complete the University's Social Service.

Satisfy the specific requirements for the selected degree option. See: Graduation options and requirements

Obtain a score of at least 320 points in the TOEFL (ITP) test or 14 points in the TOEFL (IBT) test or validate one of the equivalent options approved by the Academic Board.

HOW MUCH DOES IT COST TO STUDY THIS DEGREE?

Applicant registration fee

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The applicant registration fee to study at the University of Sonora is published every year along with the new student admission announcement. See last year's information: registration fees

Enrollment and tuition fees

Students, when enrolling in one of the undergraduate or graduate degree programs, must pay all the corresponding fees according to the current minimum salary in the city of Hermosillo, pursuant to the Fee Regulation. See last year's information: fees and discounts per course



LEVEL:	UNDERGRADUATE						
PROGRAM:	BACHELOR OF ARTS IN GRAPHIC DESIGN			PLAN:	2092		
MAJOR:				TRACK:			

Code	Course	Type	Credits	Class Hours	Lab. Hours	Category	Req. Credits	Prerequisites
0119	SPORTS AND CULTURAL ACTIVITIES	REQ	4	0	4	C	0	
0120	STRATEGIES FOR LEARNING TO LEARN	REQ	3	0	3	C	0	
0121	CHARACTERISTICS OF SOCIETY TODAY	REQ	3	0	3	C	0	
0123	NEW INFORM. AND COMM. TECHNOL.	REQ	3	0	3	C	0	
0124	PROFESSIONAL DEVELOPMENT AND ETHICS	REQ	3	0	3	C	0	
6593	GRAPHIC EXPRESSION I	REQ	5	1	3	B	0	
6594	BASIC DESIGN WORKSHOP I	REQ	8	2	4	B	0	
6595	PERSPECTIVE AND DESCRIPTIVE GEOMETRY	REQ	5	1	3	B	0	
6598	MATHEMATICS FOR DESIGN	REQ	6	2	2	B	0	
6613	APPLYING COLOR TO DESIGN	REQ	6	2	2	B	0	
6599	GRAPHIC EXPRESSION II	REQ	7	1	5	B	0	Prereq: 6593
6600	BASIC DESIGN WORKSHOP II	REQ	8	2	4	B	0	Prereq: 6594
6601	TYPOGRAPHY	REQ	5	1	3	P	0	
6602	IT FOR DESIGN I	REQ	4	0	4	P	0	
6603	DESIGN METHODOLOGY I	REQ	4	2	0	B	0	
6596	HISTORY OF ART AND ARCHITECTURE I	REQ	6	3	0	B	0	
6604	GRAPHIC EXPRESSION III	REQ	7	1	5	B	0	Prereq: 6599
6605	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP I	REQ	8	2	4	I	0	Prereq: 6600 and 6603
6606	DESIGN METHODOLOGY II	REQ	4	2	0	P	0	
6607	CREATIVITY WORKSHOP	REQ	4	0	4	P	0	
6608	IT FOR DESIGN II	REQ	4	0	4	P	0	Prereq: 6602
6609	GRAPHIC EXPRESSION IV	REQ	7	1	5	B	0	Prereq: 6604
6610	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP I	REQ	8	2	4	I	0	Prereq: 6600 and 6606
6611	DESIGN METHODOLOGY III	REQ	4	2	0	P	0	
6612	IT FOR DESIGN III	REQ	4	0	4	P	0	Prereq: 6608
6614	HISTORY OF GRAPHIC DESIGN I	REQ	8	4	0	B	0	
6615	HISTORY OF ART AND ARCHITECTURE I	REQ	6	3	0	B	0	Prereq: 6596
6616	ILLUSTRATION I	REQ	7	1	5	B	0	Prereq: 6609
6617	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP III	REQ	8	2	4	I	0	Prereq: 6600 and 6611
6618	HISTORY OF GRAPHIC DESIGN II	REQ	8	4	0	B	0	Prereq: 6614

Type: REQ=REQUIRED ELE=GENERAL ELECTIVES SPE=SPECIAL ELECTIVES

Category: C=COMMON, B=BASIC, P=PROFESSIONAL, I=INTEGRATED, S=SPECIALIZED

COMMENTS: STUDENTS MUST COMPLETE A MINIMUM OF 328 CREDITS CONSISTING OF 290 CREDIT HOURS REQUIRED COURSES AND 38 CREDIT HOURS ELECTIVES TO GRADUATE FROM THE BACHELOR OF ARTS IN GRAPHIC DESIGN PROGRAM



LEVEL:		UNDERGRADUATE								
PROGRAM:		BACHELOR OF ARTS IN GRAPHIC DESIGN					PLAN:		2092	
MAJOR:							TRACK:			
6619	PRODUCTIVE DESIGN PROCESS I	REQ	6	3	0	P	0			
6620	MARKETING I	REQ	6	3	0	B	0			
6621	IT FOR DESIGN IV	REQ	4	0	4	P	0	Prereq: 6612		
6622	SEMIOTICS	REQ	6	3	0	P	0			
6623	ILLUSTRATION II	REQ	7	1	5	B	0	Prereq: 6609		
6624	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP IV	REQ	8	2	4	I	0	Prereq: 6600 and 6619		
6625	PHOTOGRAPHIC DESIGN I	REQ	5	1	3	B	0			
6626	PRODUCTIVE DESIGN PROCESS II	REQ	6	3	0	P	0			
6627	PRINTING TECHNIQUES AND MATERIALS I	REQ	4	0	4	P	0			
6628	PREPRESS	REQ	6	2	2	P	0			
6637	DESIGN AND SOCIETY	ELE	6	0	6	B	0			
6638	ENGRAVING I	ELE	6	0	6	B	0			
6629	ILLUSTRATION III	REQ	7	1	5	B	0	Prereq: 6609		
6630	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP V	REQ	9	1	7	I	0	Prereq: 6600 and 6626		
6631	PRINTING TECHNIQUES AND MATERIALS II	REQ	4	0	4	P	0			
6632	PHOTOGRAPHIC DESIGN II	REQ	5	1	3	B	0	Prereq: 6625		
6639	CINEMATOGRAPHIC APPRECIATION	ELE	6	3	0	B	0			
6640	AESTHETICS	ELE	6	3	0	B	0			
6641	EDITORIAL DESIGN I	ELE	5	1	3	E	181			
6642	DIGITAL DESIGN I	ELE	5	1	3	E	181			
6643	DIGITAL ANIMATION I	ELE	5	1	3	E	181			
6644	ADVERTISING DESIGN I	ELE	5	1	3	E	181			
6633	COMPREHENSIVE GRAPHIC DESIGN WORKSHOP VI	REQ	7	1	5	I	37			
6634	DESIGN PROJECT MANAGEMENT	REQ	6	3	0	P	0			
6645	ADVERTISING DESIGN II	ELE	5	1	3	E	0	Prereq: 6644		
6646	EDITORIAL DESIGN II	ELE	5	1	3	E	0	Prereq: 6641		
6647	DIGITAL DESIGN II	ELE	5	1	3	E	0	Prereq: 6642		
6648	DIGITAL ANIMATION II	ELE	5	1	3	E	0	Prereq: 6643		
6649	INFOGRAPHIC DESIGN	ELE	8	4	0	P	0			
6650	ADVANCED TYPOGRAPHY	ELE	6	2	2	B	0			
6651	DESIGN THINKING	ELE	6	2	2	B	0			
6652	BRANDING	ELE	6	2	2	B	0			

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Plan of Studies

LEVEL:		UNDERGRADUATE							
PROGRAM:		BACHELOR OF ARTS IN GRAPHIC DESIGN							
MAJOR:								PLAN:	2092
								TRACK:	
6635	SOCIAL SERVICE	REQ	10	0	10	B	228		
6636	PROFESSIONAL INTERNSHIP	REQ	17	0	17	B	228		
0081	SCIENTIFIC RESEARCH INTERNSHIP	ELE	10	0	10	0	0		
0660	PERFORMANCE IN EXTERNAL ASSESSMENT (CENEVAL)	ELE	10	0	10	0	0		

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