

Bachelor's degree in Design, Animation and Digital Art

The objective of the **bachelor's degree in Design, Animation and Digital Art** is to provide students with contemporary and specialised training in the framework of digital creativity. Students will be able to design and develop digital products, content and services in the areas of digital design, computer animation, digital audiovisual production and digital art that require a high degree of innovation and creativity. The overall objective of the degree calls for robust training in creative abilities, on the one hand, and knowledge and command of new technologies and digital tools in image, art and animation, on the other.

During your studies you will also learn to think critically about digital technologies, including the advantages of particular technologies, the context in which they are applied and their social and ethical implications. You will also have the opportunity to participate in projects and creation laboratories with leading companies in the digital industry, as well as multidisciplinary teams oriented towards the professional market in digital design, animation and art, which will provide you with the ability to adapt to a constantly changing technological world and to understand today's digital industry and prevailing business models.

GENERAL DETAILS

Duration

4 years

Study load

240 ECTS credits (including the bachelor's thesis). One credit is equivalent to a study load of 25-30 hours.

Delivery

Face-to-face

Language of instruction

Check the language of instruction for each subject (and timetable) in the course guide in the curriculum.

Information on [language use in the classroom and students' language rights](#).

Fees and grants

€6360 (academic year) [Consult the public fees system based on income \(grants and payment options\)](#).

Location

[Image Processing and Multimedia Technology Centre \(CITM\)](#)

ADMISSION

Places

40

Registration and enrolment

[What are the requirements to enrol in a bachelor's degree course?](#)

Legalisation of foreign documents

All documents issued in non-EU countries must be [legalised and bear the corresponding apostille](#).

PROFESSIONAL OPPORTUNITIES

Professional opportunities

- 2D and 3D animation artist.
- Audiovisual content producer.

- Visual effects producer.
- Art, photography and digital lighting director and specialist.
- Graphic designer.
- Character developer.
- CGI and image processing specialist.
- Graphic digitisation specialist.
- Advertising creative.
- User experience designer.
- Interactive application designer.
- Digital gamification specialist.
- Designer and manager of audiovisual content for marketing and communication.

ORGANISATION: ACADEMIC CALENDAR AND REGULATIONS

Academic calendar

[General academic calendar for bachelor's, master's and doctoral degrees courses](#)

Academic regulations

[Academic regulations for bachelor's degree courses at the UPC](#)

Language certification and credit recognition

Queries about [language courses and certification](#)

Image Processing and Multimedia Technology Centre (CITM)

CURRICULUM

Subjects	ECTS credits	Type
FIRST COURSE		
Audiovisual History and Models	6	Compulsory
Character Design	6	Compulsory
Design Fundamentals	6	Compulsory
Digital Art Industry	6	Compulsory
Drawing and Digital Illustration	6	Compulsory
Graphic Design	6	Compulsory
Introduction to 3D Modelling	6	Compulsory
Lighting	6	Compulsory
Project 1: Stop Motion	6	Compulsory
Visual Culture and New Media	6	Compulsory
SECOND COURSE		
2D Animation	6	Compulsory
3D Scenarios	6	Compulsory
Art and Design for Video Games	6	Compulsory
Audiovisual Narrative	6	Compulsory
Concept Art	6	Compulsory
Digital Image Processing	6	Compulsory

Subjects	ECTS credits	Type
Image Capture Techniques	6	Compulsory
Interfaces Design (User Experience - UX / User Interface - UI)	6	Compulsory
Modelling of Characters	6	Compulsory
Project 2: Art for Video Games	6	Compulsory
THIRD COURSE		
3D Animation	6	Compulsory
Art Direction	6	Compulsory
Interactive Applications	6	Compulsory
Photography Direction	6	Compulsory
Post-Production	6	Compulsory
Programming for Design and the Arts	6	Compulsory
Project 3: 3D Animation	6	Compulsory
Rigging for Animation	6	Compulsory
Script and Storyboard	6	Compulsory
Visual Effects (Vfx) Techniques	6	Compulsory
FOURTH COURSE		
3D Video Games	6	Optional
Advanced Animation	6	Optional
Advanced Business Project	6	Optional
Advanced Digital Painting	6	Optional
Advanced Post-Production	6	Optional
Advanced Sound Design	6	Optional
Advanced User Experience (Ux) Techniques	6	Optional
Applied Artistic Research	6	Compulsory
Cinematography	6	Optional
Digital Entertainment and Video Game Design	6	Optional
Distribution and Business Models	6	Compulsory
Expanded Audiovisuals	6	Optional
Generative Art with Processing	6	Optional
Real Time Narrative	6	Optional
Serious Games Design	6	Optional
Sound Editing and Design	6	Compulsory
Stop Motion	6	Optional
Transmedia Production	6	Optional
Virtual Reality Environments	6	Compulsory
Bachelor's Thesis	12	Project

