

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA

**UDLAP**<sup>®</sup>

VISUAL INFORMATION DESIGN

STUDY IN  
MEXICO.  
STUDY AT  
UDLAP

[www.udlap.mx](http://www.udlap.mx)

**EDAH**  
SCHOOL OF  
ARTS AND  
HUMANITIES

# STUDY VISUAL INFORMATION DESIGN

## AT UDLAP

As a graduate from the Bachelor of Visual Information Design you will be able to diagnose, produce, and evaluate information strategies applied to different digital or business communication fields, with contents that facilitate and promote understanding; and to provide solutions to visual information problems in education, organizational branding, product and service branding, and social and cultural communication.

Once you have finished your study program, you will have a bachelor's degree in addition to a licenciatura degree. Therefore, your studies will be recognized worldwide.

### JOB MARKET

- *Design studios specializing in information design, branding, and strategic design.*
- *IT companies, consulting firms, software development and technical solution firms, web design and multimedia studios, production and post-production companies.*
- *Companies that specialize in promotion, marketing, media communication, and publicity.*
- *Publishing houses, graphic art companies, printing companies.*
- *Museums, training institutions, urban design studios, hotels, malls, hospitals, zoos, amusement parks, airports, government offices, education centers, and other public companies.*



# AN UDLAP STUDENT HAS

- Conviction to work for the greater good and to achieve success.
- Ability to reach goals through continuous learning.
- Ability to face the challenges of an increasingly competitive world.
- Willing to work for the greater good and to be successful.
- Determined to reach goals through learning.

Thanks to more than 200 agreements with prestigious international universities, you will be able to make academic exchanges or complete a double degree program.

## UDLAP ACADEMIC EXCELLENCE

The prestige of our faculty is backed by their extensive teaching experience. 99% of our full-time professors have a graduate degree and one in three is a member of the National System for Researchers (Sistema Nacional de Investigadores - SNI). Given the faculty's experience and their academic quality, they will be able to guide you in finding new ways to express yourself and be critical, innovative, and creative.

UDLAP is accredited at a national and international level by the Mexican Federation of Private Institutions of Higher Education (Federación de Instituciones Mexicanas

Particulares de Educación Superior - FIMPES) and, since 1959, by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The accreditation agency Quacquarelli Symonds (QS) awarded 5 global stars to our university, making it the first one-campus university in Latin America to achieve this recognition. UDLAP earned 5 stars in the teaching, alumni employability, internationalization, inclusiveness, and art and culture categories; this means that we offer the highest standards of academic quality and educational services when compared to the best universities in Mexico and the world.



# CURRICULUM

## VISUAL INFORMATION DESIGN



	Course	Credits
1 <sup>st</sup> Term	Analysis And Representation .....	6
	Elements Of Visual Messages .....	6
	Fundamentals Of Digital Images .....	6
	Foreign Language I .....	6
	Production Of Visual Information .....	6
	Information Technologies In The Construction Of Knowledge .....	6

2 <sup>nd</sup> Term	Analysis And Visualization .....	6
	Academic Reasoning .....	6
	Visual Message Configuration .....	6
	Editing Digital Images .....	6
	Photography .....	6
	Foreign Language II .....	6
	Typesetting .....	6

3 <sup>rd</sup> Term	Brand And Visual Systems Design .....	6
	Academic Writing .....	6
	Infographics And Data Visualization .....	6
	Editorial Engineering .....	6
	Foreign Language III .....	6
	General Studies Elective In Arts *	6
	Visual Semiotics And Rhetoric .....	6

4 <sup>th</sup> Term	Design For Publicity .....	6
	Literary Models - Narrative .....	6
	General Studies Elective In Behavioral Sciences *	6
	General Studies Elective In Natural Sciences *	6
	General Studies Elective In Math *	6
	Editorial Production .....	6
	Production In Printed Media .....	6

	Course	Credits
5 <sup>th</sup> Term	Information Architecture .....	6
	Design Of Collateral Material .....	6
	Teaching And Orientation Design .....	6
	Innovation And Design Methods .....	6
	General Studies Elective In Humanities *	6
	Professional Practices 1 .....	6

6 <sup>th</sup> Term	Design For Education .....	6
	Corporate Information Design .....	6
	Qualitative Research For Design .....	6
	Digital Modeling And Production .....	6
	Motion Graphics I .....	6
	Select Topics 1 .....	6

7 <sup>th</sup> Term	Design And Innovation In Business .....	6
	Interaction Design .....	6
	Design For Social And Cultural Promotion .....	6
	3d Images .....	6
	Professional Practices 2 .....	6
	Select Topics 2 .....	6

8 <sup>th</sup> Term	Art Direction .....	6
	Design Of Services And Experiences .....	6
	Motion Graphics II .....	6
	Web Programming .....	6
	Select Topic 3 .....	6

TOTAL CREDITS 300

## UDLAP OUTREACH

Prestigious national and international companies have a relationship with the university. As an UDLAP student you have the best opportunities to access and succeed in the working world, either through professional practices or research projects that will help you enter the job market once you graduate.



## BE PART OF THE UDLAP COMMUNITY

Your academic formation can be complemented through extracurricular workshops offered at the university, as well as by participating in student organizations and cultural and sports activities that will contribute to your growth as a student and future practicing specialist.

If you live in one of the four residential colleges, you will enjoy the university environment thoroughly and be able to socialize with students of

other Bachelor's and other cultures, thus complementing your academic formation with significant experiences that will have a great impact in your personal and professional relationships. Living at UDLAP provides recreational areas and all the services you need, in addition to the amenities found in an apartment.

The university also has dining services, snack areas, and ATMs, among other facilities.



# YOUR TIME IS NOW. JOIN US

## ADMISSION PROCESS

- Take the entrance exam.
- Students from high schools that have an agreement with UDLAP do not have to take the entrance exam. Consult the list of participating high schools at: [www.udlap.mx/preparatoriasdeconvenio](http://www.udlap.mx/preparatoriasdeconvenio)
- Deliver the basic documents for admission: [www.udlap.mx/solicitudes](http://www.udlap.mx/solicitudes)
- Information and deadlines for scholarships can be found at: [www.udlap.mx/becas](http://www.udlap.mx/becas)
- Current fees and tuition: [www.udlap.mx/finanzas](http://www.udlap.mx/finanzas)

## WE WANT TO HEAR FROM YOU

### Students Recruitment:

Tel.: +52 (222) 229 21 12

[informes.nuevoingreso@udlap.mx](mailto:informes.nuevoingreso@udlap.mx)

 (+521) 222 577 38 29

### Scholarships:

Tel.: +52 (222) 229 27 02

[informacion.beca@udlap.mx](mailto:informacion.beca@udlap.mx)

### International Recruitment:

Tel.: +52 (222) 229 20 00 Ext. 4758 • 3165

Toll Free Number from USA: 1 844 873 2970  
[abroad@udlap.mx](mailto:abroad@udlap.mx)

### Switchboard:

Tel.: +52 (222) 229 20 00

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THE UDLAP ACADEMIC  
QUALITY AND PRESTIGE  
ARE ENDORSED BY QS,  
SACSCOC AND FIMPES



## Universidad de las Américas Puebla

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