

Academic degree:	Bachelor's Degree in Business Graphic Arts and Design
Professional Title:	Licentiate in Business Graphic Arts and Design



Empower your passion for self-discovery in a responsible, creative, and empathetic manner.

We incorporate the SDGs into your education!

The SDGs are the Sustainable Development Goals that world leaders defined in 2015 to ensure a better future for upcoming generations. UCV has incorporated these 17 goals into its educational proposal and research lines so that you become a professional who contributes to a more sustainable world.

A solid humanistic education

To transform yourself into a better person, with human skills and strong values, so that you can contribute to the development of society and adapt to the changes of the current world.



English in all cycles

You will speak the language spoken by the world, thanks to the inclusion of English in every cycle within the curriculum of all professional careers.

12 licensed campuses to move forward.

Ate San Juan de Lurigancho
Callao Los Olivos
Chepén Moyobamba
Chiclayo Piura
Chimbote Tarapoto
Huaraz Trujillo

We certify your knowledge

Support your knowledge and access your first internships with three intermediate certifications of high labor demand and great utility for entrepreneurship.



Certificate in Digital Graphics



Corporate Identity Analyst



Human-Centered Innovative Entrepreneurship

Discover what you will work on:

1.

Art Director in advertising and communication agencies

2.

Designer in design, image, and/or communication departments of public and private companies and institutions.

Skills and competencies of a professional in Business Graphic Arts and Design

- Develops digital graphic projects to strengthen visual communication, considering socio-cultural analysis and semiotic-artistic meanings.
- Designs physical and virtual editorial projects, under a business vision, to transmit messages attractively and improve the user experience.
- Manages advertising graphic campaigns to influence consumer behavior and achieve commercial objectives, considering technology and new market trends.

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Version: V02
Date: 12/20/2023

Contact us:



If you are ready to move forward, pre-register here



Universidad César Vallejo

We are the largest university in Peru.



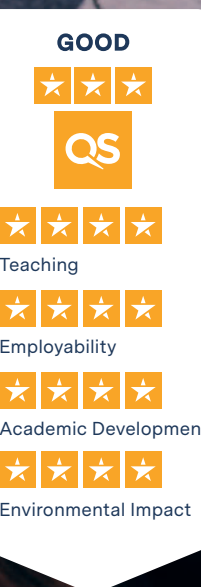
Degree with double international accreditation

ART AND GRAPHIC DESIGN BUSINESS

Resolve strategies that transition from digital or print to everyday life, turning your ideas into understandable messages

IGS
IMMEDIATE GRADUATION SYSTEM

Get your degree upon graduation



Scan this code and leave us your information.





Curriculum of the Business Graphic Design Program

Mandatory Curricular Experiences

We are the largest university in Peru.

English
Prerequisites

* All previous mandatory curricular experiences are prerequisites.

Computing
Prerequisites

Line Course
Prerequisites

III cycle

- Creativity and Innovation
- Philosophy and Ethics
- Inclusion and Accessibility
- Statistics and Data Analysis
- English III

Complementary Competence
• Computing III

IV cycle

- Scientific Research Methodology
- Color Theory
- Creative Design
- Forms and Expression Workshop
- English IV

V cycle

- Artistic Expressions and their Contexts
- Typographic Study
- Digital Graphic Creation
- Visual Semiotics
- English V

VI cycle

- Corporate Identity Management
- Media Layout
- Socio-editorial Photography
- Effective Curricular Experience
- English VI



Intermediate Certification
• Digital Graphics Certification

VII cycle

- Digital Animation
- Web Design
- Entrepreneurship and Management in Design
- Graphic Advertising Campaign
- English VII

VIII cycle

- Strategic Management and Prospective of the Public Sector
- Entrepreneurial State
- Project Management
- Elective Curricular Experience
- English VIII



Intermediate Certification
• Corporate Identity Analyst
• Human-Centered Innovative Entrepreneurship

IX cycle*

- Research Project
- Pre-professional Practice I
- English IX

X cycle*

- Development of the Research Project
- Pre-professional Practice II
- English X

I cycle

- Logical Thinking
- Communication Skills
- Sustainable Development Goals
- Society and Culture
- English I

Complementary Competence
• Computing I

II cycle

- Climate Change and Risk Management
- Constitution and Human Rights
- Vallejo Lecture
- Emerging Technologies and their Applications
- English II

Complementary Competence
• Computing II

Elective
Curricular Experiences

VI Cycle

- Critical Thinking and Decision Making
- Argumentation Skills
- Time Management and Productivity

VIII Ciclo

- Conflict Management
- Business Management
- Fundamentals of Marketing and Social



Techniques

Spaces for experimentation and the use of mixed techniques in the development of visual messages.

Learning

You will learn conventional techniques as well as digital graphic

Laboratories and Simulators

Serigraphy Workshop to apply serigraphy techniques and developing processes. Additionally, the Photography Workshop to apply theoretical knowledge and the use of professional photography using reflex cameras.