



CREATIVE STUDIES



Tecnológico
de Monterrey



ICONS

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WELCOME

Model Tec21

Competencies that make you unique

Area of Creative Studies

Degrees

ARQ Architecture*

LAD B.A. in Digital Art*

LC B.A. in Communication*

LDI B.A. in Design*

LEI B.A. in Educational Innovation*

LLE B.A. in Spanish Literature*

LPE B.A. in Journalism*

LTM B.A. in Music Technology and Production*

Campuses where these degrees are offered

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Competencies



Area



Degrees



Where are these degrees offered?

MODEL TEC21 TEC CHALLENGES YOU

Our **challenge-based educational model** develops the competencies that will enable you to face up to the opportunities and challenges of the 21st century creatively and strategically. With an education that will accompany you throughout your life, our aim is for you to be aware of the needs of the environment, acquire a systemic vision of problems and develop the ability to solve them.

Right from the first semester, you will be participating in activities to develop your capacity to identify opportunities, find resources, take risks and recover from failure.

In addition, **the model empowers you** to make more decisions about your university studies as you progress, in order to **develop a unique profile**.



MODEL TEC21

2





Competencies



Area



Degrees



Where are these degrees offered?



MODEL TEC21

3



WHAT IS A CHALLENGE?

A challenge is an opportunity to learn something new and reinforce what you already know. To solve it, you need to apply yourself, investigate and interact in the “real world”. You won’t be on your own: you will have a set of personal and technological resources and tools, as well as the advice of faculty who will accompany you throughout the process. Its resolution implies a certain degree of difficulty and a duration that will awaken your interest and enthusiasm and produce a sense of achievement.



COMPETENCIES THAT MAKE YOU UNIQUE

What are the characteristics of Tec-educated leaders?

At Tecnológico de Monterrey, we have defined, after consulting leaders from diverse sectors and employers, seven competencies that all our students should possess. Regardless of which degree you are studying, the educational model anticipates that you will develop them through diverse challenges, courses and activities related to your university experience. They are:

1. Self-knowledge and management
2. Innovative entrepreneurship
3. Social intelligence
4. Commitment to ethics and citizenship
5. Reasoning for complexity
6. Communication
7. Digital transformation

These seven competencies, together the **knowledge, skills, attitudes and values related to the area of Creative Studies and your degree**, will be your letter of introduction and your passport in the professional world.

STEP-BY-STEP RECORD OF YOUR LEARNING

While you are at university, you will keep a record in your competency file of the degree of progress you have made and the supporting evidence. Taking responsibility for creating this file will, from this very moment, be extremely useful when you join the workforce.



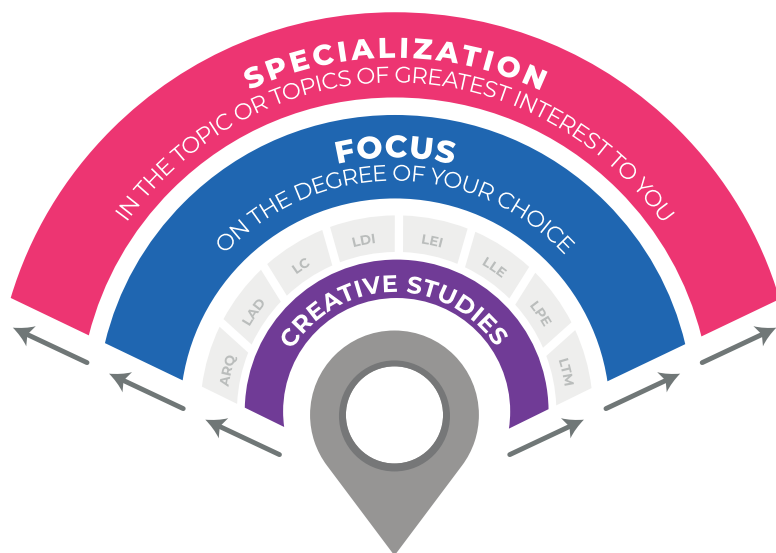


YOU USED TO CHOOSE A DEGREE, NOW YOU CHOOSE A PATH

Your curriculum will be a non-linear educational, dynamic and flexible experience. You will enjoy **more time and more elements** to know and mature your degree choice, as well as to **discover and capitalize all the opportunities** you have to personalize your degree program.

The model is comprised of **three stages** and, from the first semester, you will experience educational units (courses and blocks) that have clearly defined, individual and collaborative project- and task-oriented competency development objectives (knowledge, skills, attitudes and values). In the “blocks”, you will be tackling challenges connected to reality, working collaboratively with the support of a group of faculty who will guide your learning and, at the end, evaluate your competencies together with you and your peers.

These challenges, apart from being attractive, are comprehensive experiences, since they will drive you and your peers to observe reality, map situations, diagnose problems, reflect, dialogue and confront ideas on theories and techniques to solve these problems, while experiencing, designing and producing prototypes and solutions, within a reflective, applicative dynamic in which you can take risks and make mistakes and adjustments to achieve the objective.



- 3 Give a personal touch to your degree program through specialization within or outside your discipline.
- 2 Develop the competencies relevant to your degree through more focused courses and challenges.
- 1 Acquire the basic knowledge of your area, through courses and challenges related to degrees from the area of Creative Studies.

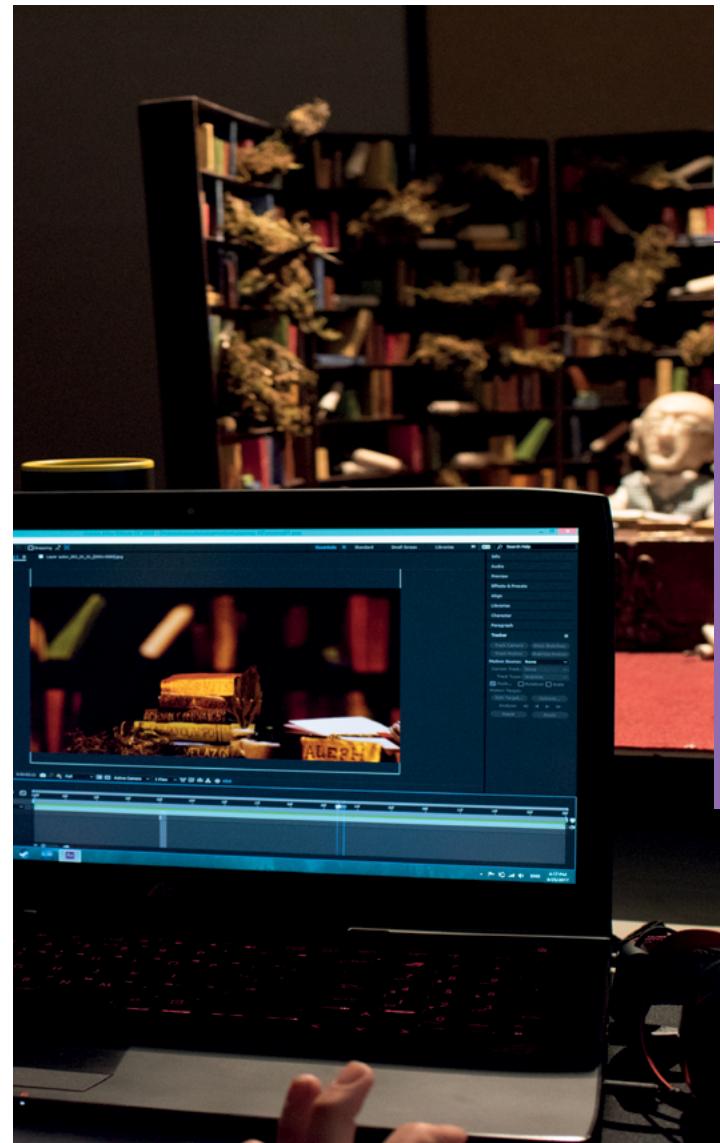


CREATIVE STUDIES

THRILLING CONNECTIONS

Creativity is inherent to human beings; it is our way of celebrating our existence, our capacity to change our environment, and our self-expression. Through creative thinking, we can understand situations, needs and contexts, connect ideas, and use resources to design and produce innovative solutions in a variety of professional settings.

The Creative Studies entry lasts two semesters. Its main objective is for you to learn how to manage diverse languages and technologies related to audiovisual, spatial, musical, sound, textual and visual conceptualization and creation, to apply them to design and produce multidisciplinary projects in different professional settings: architecture, digital art, design, communication and journalism, didactics and learning environments, literature and interpretation, and sound and music.



The area of Creative Studies groups together the following degrees:

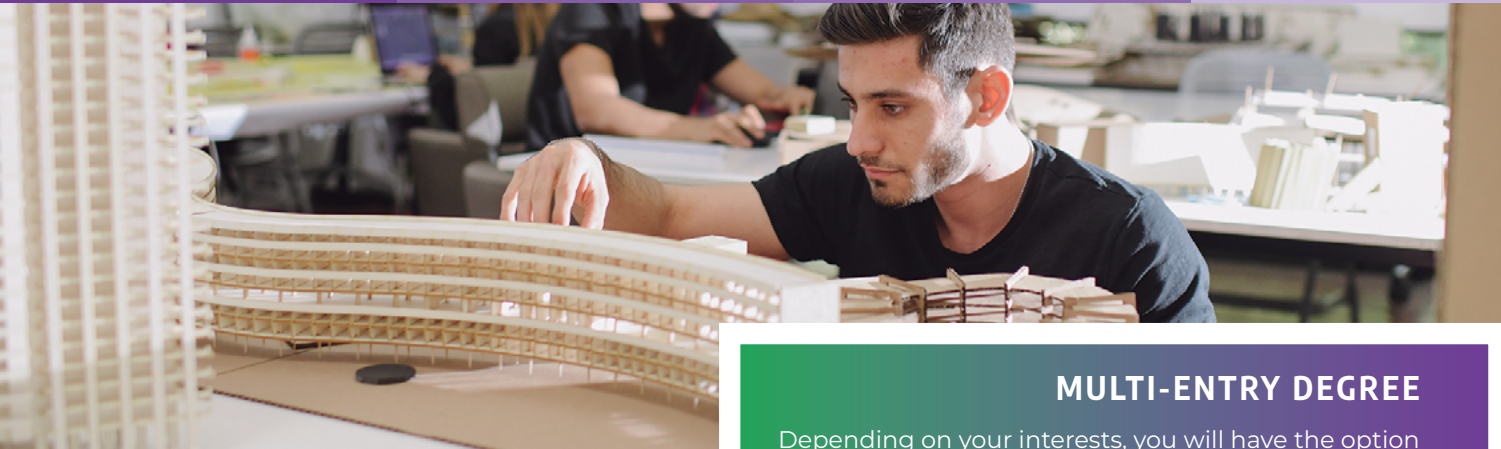
- ARQ** Architecture
- LAD** B.A. in Digital Art
- LC** B.A. in Communication
- LDI** B.A. in Design
- LEI** B.A. in Educational Innovation
- LLE** B.A. in Spanish Literature
- LPE** B.A. in Journalism
- LTM** B.A. in Music Technology and Production



LEARNING THROUGH CHALLENGES

TEC Weeks, an intensive pause for your comprehensive growth

Every semester will be interspersed with Tec Weeks, specifically aimed at purposefully developing your competencies for life, such as social intelligence, commitment to ethics and citizenship, communication and entrepreneurship, among others. The better you know yourself, the more you will grow.



MULTI-ENTRY DEGREE

Depending on your interests, you will have the option of choosing to study Architecture in the area of Built Environment or Creative Studies. Each area offers you a unique path, with different challenges and concentrations to personalize your degree according to your plans.

ARQ

ARCHITECTURE

Sustainable spaces and cities

By 2030, 60% of the world's population will be living in cities, setting a challenge for architects: to create spaces and buildings that will enhance the quality of life with functional, comfortable and aesthetic proposals. As an architect, you will combine art and technique to design and build spaces that will have a wide impact, from people's mood to urban attractiveness and productivity.

Architects will graduate from Tec de Monterrey with the following competencies:

- Generate architectural solutions based on research methods that respond to users' needs, with a systemic approach.
- Design architectural spaces applying inhabitability, constructability and sustainability criteria.
- Develop building projects based on design premises, safety criteria, legality, technical and construction rigor, and sustainability.
- Manage architectural and real-estate projects from the conception to their operation, applying a comprehensive vision for the habitat.



WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

Through different concentrations, you can customize your degree and therefore, your graduate profile. At the B.A. in Architecture program, you will be able to take a specialty concentration that will allow you to complement your education:

- Advanced Architecture
- Theory and Heritage
- Built Environment Management with BIM
- Entrepreneurship in the Creative Industries
- Social Innovation
- Intelligent Cities

Consult the concentrations this degree offers:



tec.mx/arqesc

CAREER FIELD

On graduating from Architecture, you will be competent in:

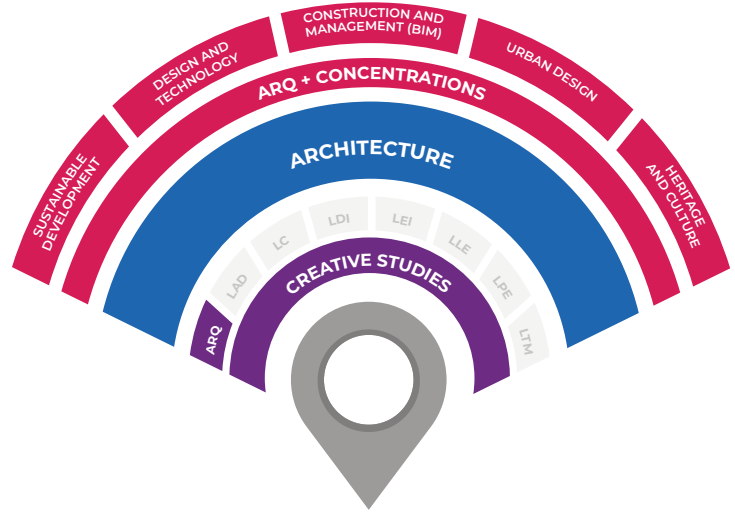
- Offer architectural solutions based on analysis that starts with an in-depth understanding of social needs in diverse contexts, using a systemic approach.
- Design architectural spaces applying habitability, constructability and sustainability criteria.
- Work in prestigious architecture firms.
- Form part of multidisciplinary teams lined to the government, NGOs, and the private and business sectors.
- Construct architectural spaces based on, safety criteria, legality, technical and construction rigor, and economic feasibility.
- Manage architectural and real-estate projects from the detection of needs to human, financial, and technical-building operations.

IS THIS RIGHT FOR YOU?

If you are aware of the grave consequence of the unbridled development of cities and feel that you have the capacity to transform human habitat in order to enhance people's quality of life, then Architecture is the right degree for you.



CURRICULUM CHOOSE YOUR PATH



What you need to know about each stage of your curriculum:

Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Creative Studies.
3. You will participate in fundamental and exploration challenges from the area of Creative Studies, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

SEMESTER 1						SEMESTER 2						
Elective Course	Elective Course	Elective Course	Week 1B	Elective Course	Elective Course	Elective Course	Week 1B	Elective Course	Elective Course	Elective Course	CHOOSE YOUR PROGRAM	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Tec Week	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Tec Week	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Semiotics and Contemporary Narratologies		
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture		Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico		Week 1B				
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative							
SEMESTER 3						SEMESTER 4						
Elective Course	Elective Course	Elective Course	Week 1B	Elective Course	Elective Course	Elective Course	Week 1B	Elective Course	Elective Course	Elective Course	CHOOSE YOUR CONCENTRATION	
Representation of Architecture and its Construction	Representation of Architecture and its Construction	Representation of Architecture and its Construction	Tec Week	Research and Architectural Project	Research and Architectural Project	Research and Architectural Project	Tec Week	Community Facilities	Community Facilities	Research and Architectural Project		
The Conceptualization of Space, its Theory and its History	The Conceptualization of Space, its Theory and its History	The Conceptualization of Space, its Theory and its History		Architecture and Contexts	Community Facilities	Community Facilities		Week 1B				
Tense Structure	Design and Construction of an Ephemeral Habitat	Design and Construction of an Ephemeral Habitat	Architecture and Contexts	Community Facilities	Community Facilities							
SEMESTER 5						SEMESTER 6						
Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Week 1B	Tec Semester (Professional Elective I - VI)						Week 1B		
Constructibility	Constructibility	Constructibility	Tec Week									
Single Family Home	Collective Housing	Collective Housing										
SEMESTER 7						SEMESTER 8						
Tec Semester (Professional Elective I - VI)						Week 1B	Elective Multidisciplinary Professional	Week 1B	Entrepreneurship in the Field of Architecture	Week 1B	Architectural Management	Week 1B

- General education course
- Area exploration courses
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Exploration topic (CHALLENGE)
- Track integrating block (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)



LAD

B.A. IN DIGITAL ART

Telling through art and technology

The growing use of digital content has made society demand new ways of collaborating, communicating and learning through new digital technologies, particular in the media and entertainment industries. This requires creative, innovative professionals who can produce digital audiovisual and interactive artistic content to drive the use of these technologies. As a B.A. in Digital Art, you will have the technical skills, with a human and artistic orientation, to generate art and technology in diverse settings.

A B.A. in Digital Art will graduate from Tec de Monterrey with the following competencies:

- Integrate the elements of an audiovisual narrative in the creation of digital content.
- Develop the visual aesthetics of an art and technology project, according to the project requirements.
- Produce art and technology projects, integrating narrative, artistic concept and animation techniques.





WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

During the specialization stage, which lasts 2 years, you will be able to enhance your knowledge based on your plans after graduation. The Digital Art world offers an endless number of areas for your professional development. At Tec, we offer three of the most demanded specializations in the workforce:

- Animation
- Videogames
- Visual effects

As part of your specialization, you will have the opportunity to choose between several concentrations to complement your degree based on your interests, plans and international trends. You will be able to choose between:

- Visual Arts
- Virtual Worlds
- Entrepreneurship in the Creative Industries

You will also be able to choose any cross concentration offered in your campus.

The concentration and specialization offer might vary in every campus.

IS THIS RIGHT FOR YOU?

CAREER FIELD

On graduating from Digital Art, you will be able to work in national and international production companies or as a freelancer specializing in:

- Animation/Visual Development
- Videogames/Mixed realities
- Visual effects
- Multimedia shows
- Culture
- Education and training
- Scientific dissemination

Consult the concentrations this degree offers:



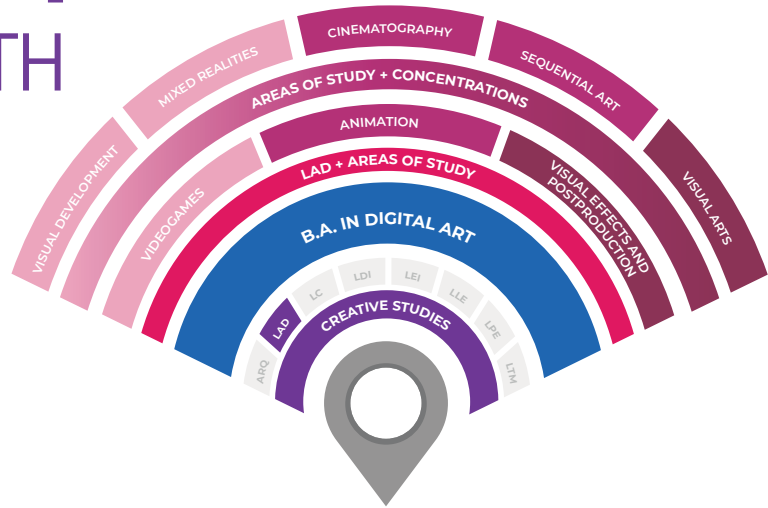
tec.mx/lad



If your artistic sensitivity enables you to represent ideas through visual concepts and you find the creative industry environment appealing, this could be your path.



CURRICULUM CHOOSE YOUR PATH



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Focus

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Specialization

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2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

SEMESTER 1				SEMESTER 2				CHOOSE YOUR PROGRAM
Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Imaginaros culturales de México	Imaginaros culturales de México	Imaginaros culturales de México	Imaginaros culturales de México	Imaginaros culturales de México	
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative			
Tec Week		Tec Week		Week 1B	Tec Week		Week 1B	

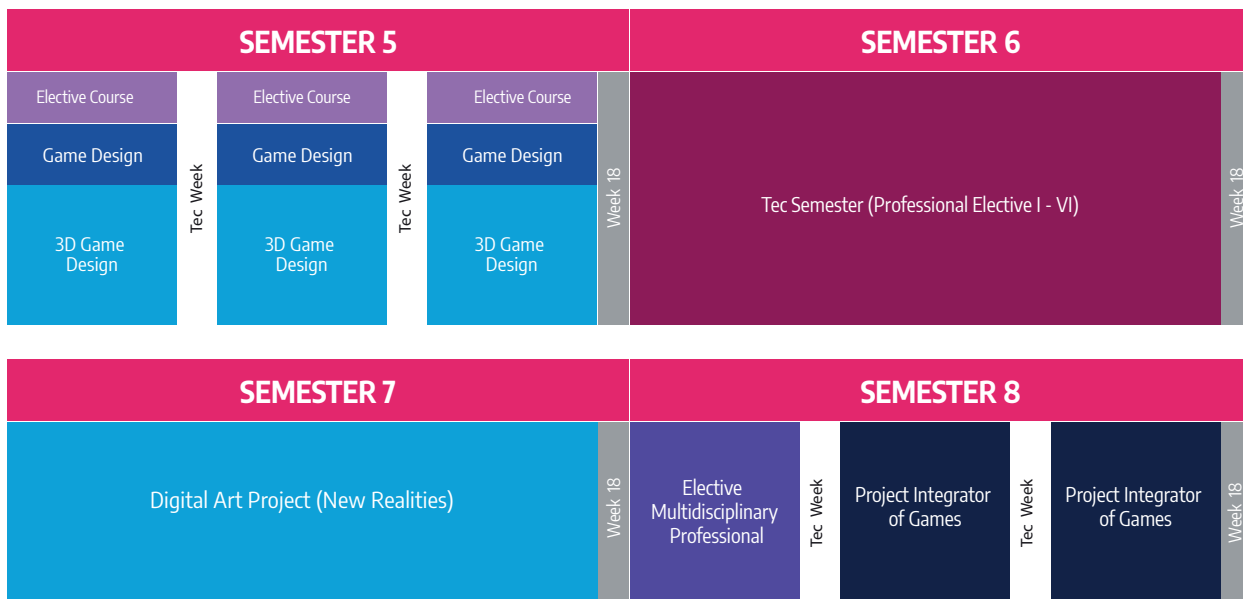
SEMESTER 3				SEMESTER 4				CHOOSE YOUR CONCENTRATION
Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	
History of animation	Fundamentals of Animation	Fundamentals of Animation	Exploration of the Form	Introduction to 3D	Introduction to 3D	Introduction to 3D	Introduction to 3D	
Drawing	Drawing	Drawing	Conceptual Art	Fundamentals of Interaction	Installation Art			
Exploration Topic	Pre-Production of Animated Short Film	Animated Short Film Production						
Tec Week		Tec Week		Week 1B	Tec Week		Week 1B	

- General education course
- Area exploration courses
- Introductory block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Exploration topic (CHALLENGE)
- Disciplinary course
- Disciplinary block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)
- TEC Semester
- Multidisciplinary professional elective (CHALLENGE)
- Final integrating block (CHALLENGE)

AREAS OF STUDY

LAD

Videogame Area



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)

Animation Area

SEMESTER 5			SEMESTER 6		
Elective Course	Elective Course	Elective Course	Tec Semester (Professional Elective I - VI)		
Psychological Creation of the Character	Analysis of the Mechanics of Body Movement	Performance for Animators			
Visual Creation of Characters	Character Technical Preparation	Animation of Characters for Commercial Brands			
Tec Week			Week 18		
SEMESTER 7			SEMESTER 8		
Digital Art Project (Production of Animation Project)			Elective Multidisciplinary Professional	Creation of a Portfolio	Creation of a Portfolio
Week 18			Tec Week	Tec Week	Week 18

Visual Effects Area

SEMESTER 5			SEMESTER 6		
Elective Course	Elective Course	Elective Course	Tec Semester (Professional Elective I - VI)		
Introduction to the Production of Visual Effects	Introduction to Dynamics and Digital Composition	Introduction to Dynamics and Digital Composition			
VFX Preview	Dynamic Principles for VFX	Dynamic Principles for VFX			
Tec Week			Week 18		
SEMESTER 7			SEMESTER 8		
Digital Art Project (Composition of a VFX Action Scene VFX Action Scene)			Elective Multidisciplinary Professional	VFX Portfolio	VFX Portfolio
Week 18			Tec Week	Tec Week	Week 18



LC

B.A. IN COMMUNICATION

Content matters

Dramatic social and technological change demand looking to the future of news and entertainment content production. This will require communication professionals who are capable of creating audiovisual narrative, content and strategies, based on user interests, in diverse formats and digital platforms with cutting-edge technology, responsibility, moral principles and global competitiveness in creative industries and target public and private organizations.

A B.A. in Communication will graduate from Tec de Monterrey with the following competencies:

- Create communication content in diverse technological platforms, complying with creative industry the quality standards.
- Manage media projects based on innovation, sustainability and social impact criteria.
- Develop effective strategic communication plans.
- Investigate social and cultural phenomena based on communication theories and methodologies.





WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

Consult the concentrations this degree offers:



tec.mx/lc

CAREER FIELD

This program reinforces the international vision of the profession, technology for audiovisual digital production and currency in the emerging trends of diverse fields of communication. As a result, on graduating, you will be able to participate in any of the following environments:

- *Media administration and management*
- *Advertising agencies*
- *Production companies*
- *Film, radio and/or television*
- *Organizational communication*
- *Postproduction studios*
- *Photography and design*
- *Music and entertainment industries*
- *Public and private cultural institutions*
- *Newspapers*
- *Public relations*
- *Storytelling*

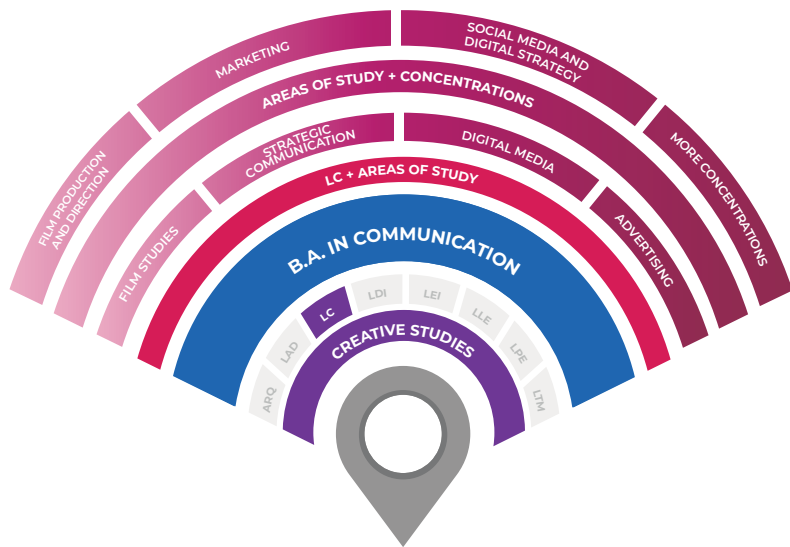
IS THIS RIGHT FOR YOU

If you are creative, like using technology to create messages, and have ideas and stories to share, this is your path.



CURRICULUM

CHOOSE YOUR PATH



More concentrations to choose from:

- More concentrations to choose from:
- Digital Media Production
- Film Production and Direction
- Film Studies
- Sound Design and Postproduction
- Documentary Film Production
- Production and Stage Direction for Creative Industries
- Musical Technological Design
- Entrepreneurship in Creative Industries
- Visual Arts
- Arts and Technology
- Digital Humanities
- Strategic Communication
- Social Media and Digital Strategy
- Leadership and Organizational Transformation
- Conscious Marketing and Innovation
- Smart Cities
- Innovation and Development of New Products, Services and Systems
- Digital Innovation and Transformation
- Conscious Business
- Consultancy
- Journalism
- Mexican Culture
- Social Innovation
- Other

* Offer varies by campus

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SEMESTER 1				SEMESTER 2				CHOOSE YOUR PROGRAM
Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Mathematics and Science	Week IB	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Week IB	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Tec Week	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Tec Week	
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Tec Week	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Tec Week	
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Week IB	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative	Week IB	

SEMESTER 3				SEMESTER 4				SEMESTER 5			CHOOSE YOUR CONCENTRATION	
Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Week IB	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Week IB	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship		Week IB
From Humanism to Post-Humanism	From Humanism to Post-Humanism	From Humanism to Post-Humanism	Tec Week	Advertising and Commercial Photography	Advertising and Commercial Photography	Advertising and Commercial Photography	Tec Week	Cultural Studies and Media	Cultural Studies and Media	Cultural Studies and Media		Tec Week
Communication Theories	Communication Theories	Communication Theories	Tec Week	Script Writing and Production of Audiovisual Narratives	Script Writing and Production of Audiovisual Narratives	Applied Strategic Communication	Tec Week	Convergent Journalism Production	Communication, Digital Marketing and Data Mining	Documental Narrative		Week IB
Exploration Topic	Use of Technology in Educational Research	Production of Audio, Video and Digital Design	Week IB	Script Writing and Production of Audiovisual Narratives	Script Writing and Production of Audiovisual Narratives	Applied Strategic Communication	Week IB	Convergent Journalism Production	Communication, Digital Marketing and Data Mining	Documental Narrative		Week IB

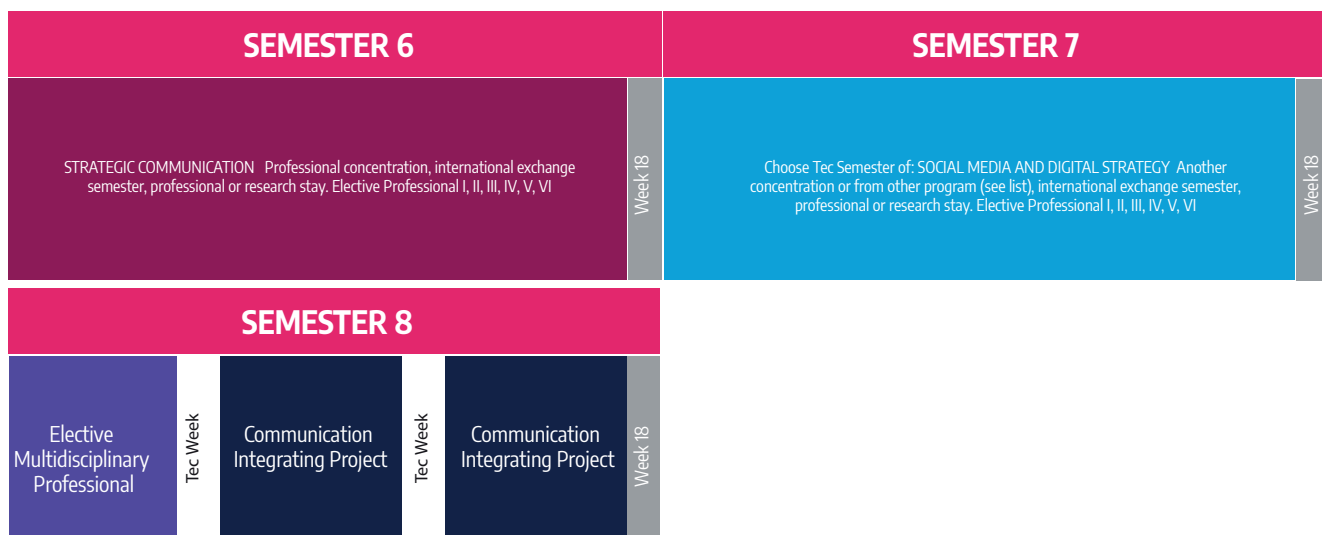
- General education course
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Degrees LC

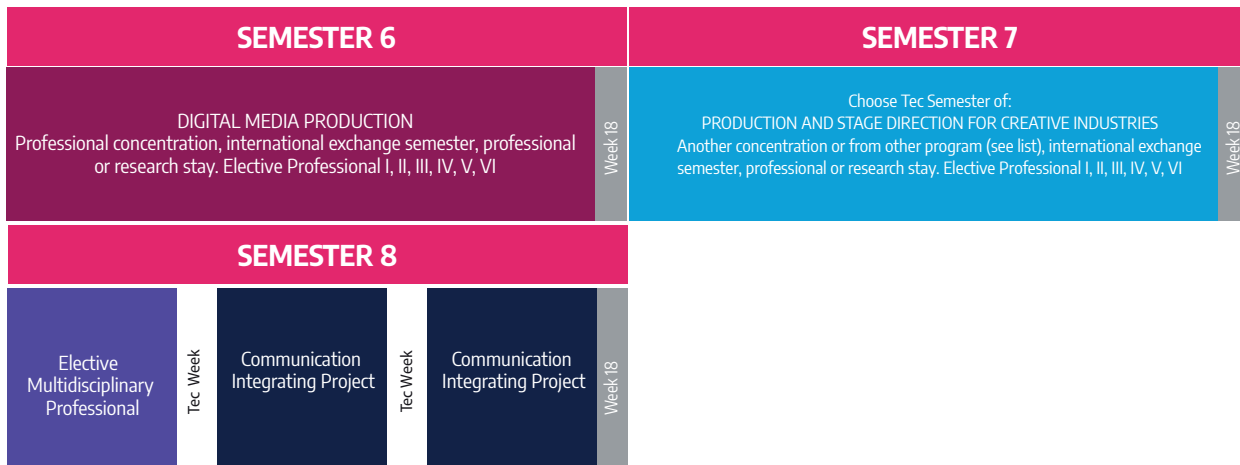
Film Studies



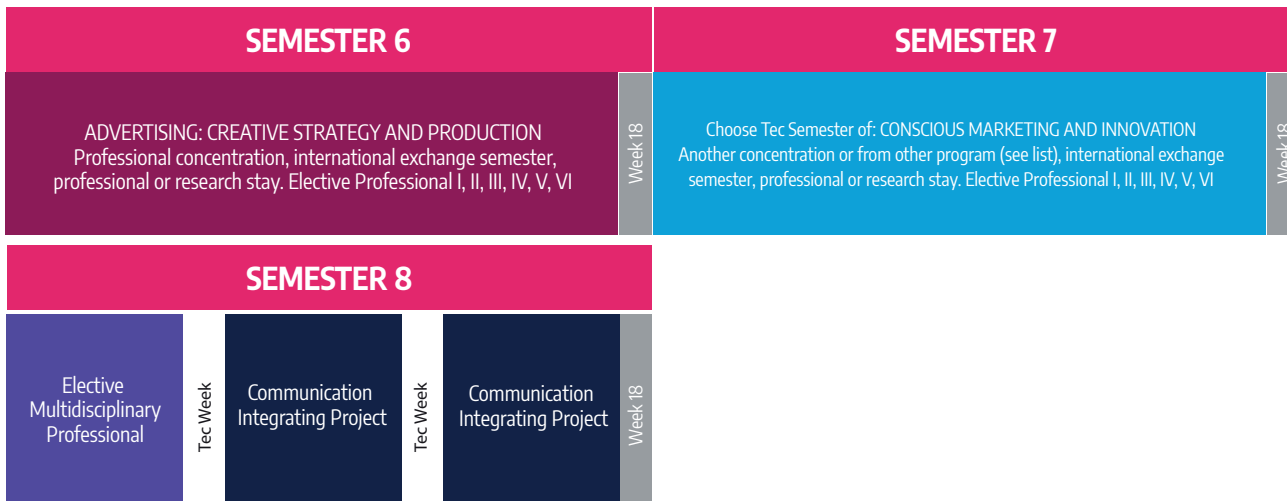
Strategic Communication



Digital Media



Advertising



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
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- Multidisciplinary professional elective (CHALLENGE)
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- Disciplinary block (CHALLENGE)
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- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)





LDI

B.A. IN DESIGN

Imagine, innovate and create

Every single product and service we use, that make life easier, have a history, a creative process that made them what they are. Behind this process lies a designer, capable of understanding human beings, their feelings and needs, context and limitation, and of discovering new opportunities. A designer is someone who strives to improve things and make them work better, a systemic thinker, an artist of form, an explorer of materials: an innovator by nature.

A B.A. in Design will graduate from Tec de Monterrey with the following competencies:

- Define innovation opportunities, applying individual- and context-focused design research methodologies.
- Conceptualize design proposals based on the functional, constructive, expressive and sustainability requirements of the project.
- Design desirable, viable, feasible, sustainable products, services and experiences.
- Design implementation strategies for products, services or experiences in public and private contexts.





WHAT SPECIALIZATIONS ARE AVAILABLE TO YOU?

During the specialization stage, which lasts 2 years, you will be able to enhance your knowledge based on your plans after graduation. We know that each designer is different, with their own tastes and hobbies. Therefore, we offer three specializations so you may decide what kind of designer you want to become:

- Product Design
- Design and Technology
- Visual Design

As part of your specialization, you will have the opportunity to choose between several concentrations to complement your degree based on your interests, plans and international trends. You will be able to choose between:

- UX and UI
- Advanced Design and Future
- Entrepreneurship in the Creative Industries

You will also be able to choose any cross concentration offered in your campus.

The concentration and specialization offer might vary in every campus.

CAREER FIELD

Thanks to the integral preparation you will receive in this degree, on graduating you will be able to participate in diverse business areas, such as:

- Companies from the manufacturing and service sectors
- Design firms
- Research and development centers
- Innovation agencies and departments
- Advertising agencies
- Public or private organizations, developing social innovation projects
- Your own firm, offering design services or consulting
- Your own company, designing and manufacturing your own products

Consult the concentrations
this degree offers:



tec.mx/ldi

IS THIS RIGHT FOR YOU?

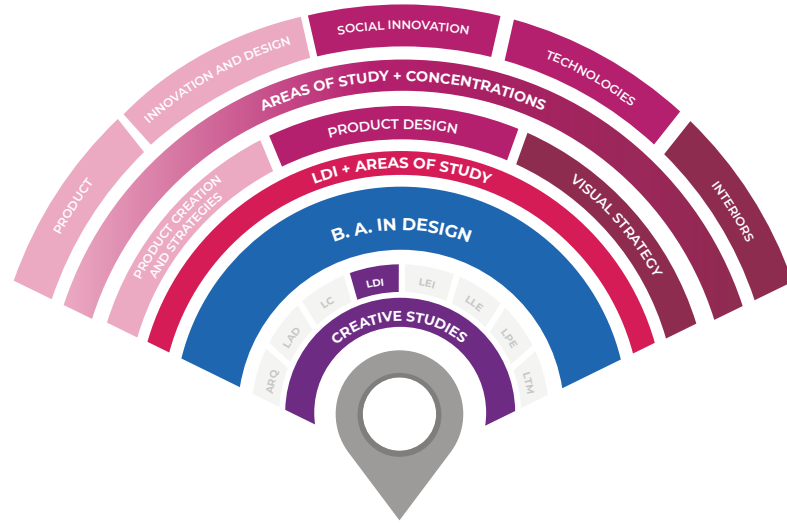
If you are creative, like solving problems, care about other people's wellbeing, wonder how things work and look for ways to improve them, this could be your path.





CURRICULUM

CHOOSE YOUR PATH



DEGREES

What you need to know about each stage of your curriculum:

Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Creative Studies.
3. You will participate in fundamental and exploration challenges from the area of Creative Studies, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.



SEMESTER 1				SEMESTER 2				CHOOSE YOUR PROGRAM
Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	
Visual Sound and Culture	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative			
Tec Week		Tec Week		Week 18	Tec Week		Week 18	

SEMESTER 3				SEMESTER 4				CHOOSE YOUR CONCENTRATION
Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	Elective Course	
Visual Representation	Visual Representation	Visual Representation	Design Project Management	Design Project Management	Design Project Management	Design Project Management	Design Project Management	
Matter and expression	Matter and expression	Matter and expression	Thinking and Creative Process	Specification of Products and Services	Design and Innovation			
Exploration Topic	Digital Product Communication	Object Configuration						
Tec Week		Tec Week		Week 18	Tec Week		Week 18	

- General education course
- Area exploration courses
- Exploration topic (CHALLENGE)
- Disciplinary course
- TEC Semester
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)

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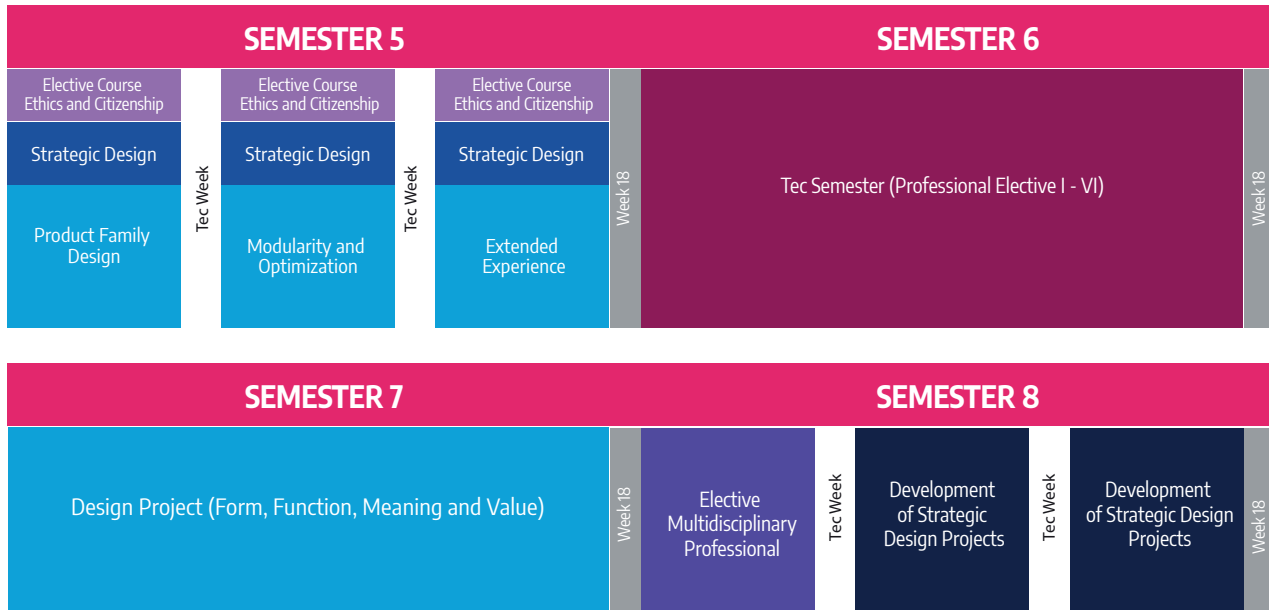
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AREAS OF STUDY

LDI

Creation Area and Product Strategies



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)



Product Design Area

SEMESTER 5			SEMESTER 6		
Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Tec Semester (Professional Elective I - VI)		
Philosophy of Design and Technology	Technology, Design and Society	Prospective Design and Technology			
Technological Integration	Emerging Technologies and Digital Transformation	Smart materials			
Tec Week			Week 18	Week 18	
SEMESTER 7			SEMESTER 8		
Design Project (Design of Technology-Based Products and Entrepreneurship)			Elective Multidisciplinary Professional	Design and Emerging Technologies I	Design and Emerging Technologies II
Week 18			Tec Week	Tec Week	Week 18

Visual Strategy Area

SEMESTER 5			SEMESTER 6		
Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Tec Semester (Professional Elective I - VI)		
Visual and Graphic Communication	Visual and Graphic Communication	Visual and Graphic Communication			
Design and Production	Design and Production	Development of Visual Strategy Project			
Tec Week			Week 18	Week 18	
SEMESTER 7			SEMESTER 8		
Design Project (Brand Design, Experience and Interface)			Elective Multidisciplinary Professional	Direction and Visual Strategy	Direction and Visual Strategy
Week 18			Tec Week	Tec Week	Week 18



LEI

B.A. IN EDUCATIONAL INNOVATION

Education for a new era

Education is undergoing a dramatic transformation, incorporating a growing number of innovative pedagogical approaches, emerging technologies that support educational practice and the development and use of diverse content production formats and platforms to respond to current and future needs, as well as the trends in this field, such as neuroscience for education, the use of big data, artificial intelligence and challenge-based learning, among others. As an Educational Innovation graduate, you will be able to reinvent educational practice and face up to these challenges.

A B.A. in Educational Innovation will graduate from Tec de Monterrey with the following competencies:

- Integrate the pedagogical dimension with the biological bases of cognition and conduct, in the design of learning environments.
- Develop applied educational research projects.
- Design educational transformation processes, considering aspects of pedagogy, technology, policy and physical spaces.
- Propose solutions to individual and organizational learning problems using cutting-edge tools and technologies.
- Manage the implementation of educational innovation proposals based on sustainability and social-impact criteria.





WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

CAREER FIELD

This program reinforces the profession's international vision, the use of digital technologies and currency in the emerging trends of the diverse learning and education environments. As a result, on graduating you will be able to work in any of the following contexts:

- Staff training and development areas in public and private organizations
- Companies focused on educational software and application development
- Entertainment industries
- Public and private cultural institutions
- Educational institutions
- The media
- Government organizations
- Non-government organizations (NGOs)

Consult the concentrations this degree offers:



tec.mx/lei

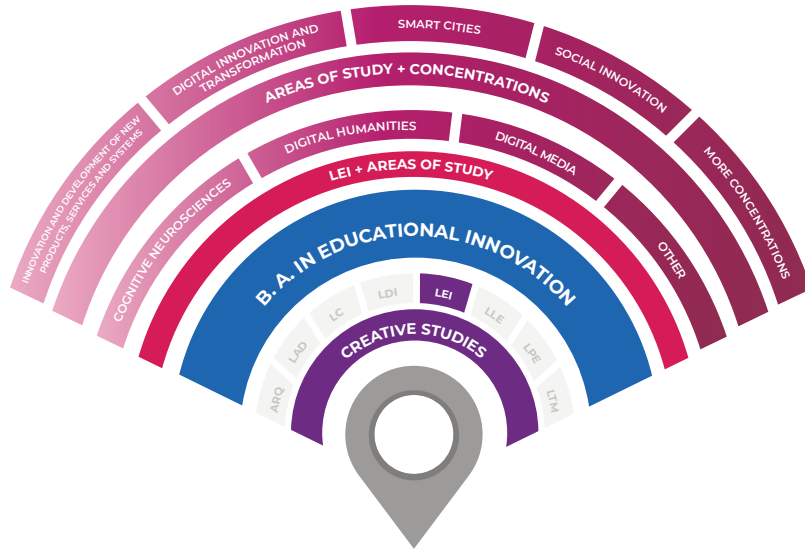


IS THIS RIGHT FOR YOU?

If you are analytical, creative, interested in innovating learning processes and spaces, and view education as a fundamental factor for a country's progress and human development, this is the degree for you.

CURRICULUM

CHOOSE YOUR PATH



More concentrations to choose from:

- Cognitive Neurosciences
- Digital Humanities
- Leadership and Organizational Transformation
- Smart Cities
- Innovation and Development of New Products, Services and Systems
- Digital Innovation and Transformation
- Conscious Business
- Consultancy
- Digital Media Production
- Film Production and Direction
- Production and Stage Direction for Creative Industries
- Documentary Film Production
- Entrepreneurship in Creative Industries
- Visual Arts
- Arts and Technology
- Strategic Communication
- Social Media and Digital Strategy
- Conscious Marketing and Innovation
- Journalism
- Mexican Culture
- Social Innovation
- Other

* Offer varies by campus

What you need to know about each stage of your curriculum:

Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Creative Studies.
3. You will participate in fundamental and exploration challenges from the area of Creative Studies, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
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3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

SEMESTER 1			SEMESTER 2			CHOOSE YOUR PROGRAM
Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image Literature and Music	Audiovisual Narrative	

SEMESTER 3			SEMESTER 4			SEMESTER 5			CHOOSE YOUR CONCENTRATION
Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	
Fundamentals of Pedagogy	Fundamentals of Pedagogy	Fundamentals of Pedagogy	Introduction to Educational Administra	Introduction to Educational Administra	Introduction to Educational Administra	Global and Comparative Education	Global and Comparative Education	Global and Comparative Education	
Methodologies of Educational Research	Methodologies of Educational Research	Methodologies of Educational Research	Use of Technology in Educational Research	Exploration of Technological Trends in Education	Development of Educational Projects Based on Technology	Designing Solutions for Educational Challenges	Designing Solutions for Educational Challenges	Project Development within the Current Educational Policies Framework	

- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)

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AREAS OF STUDY LEI

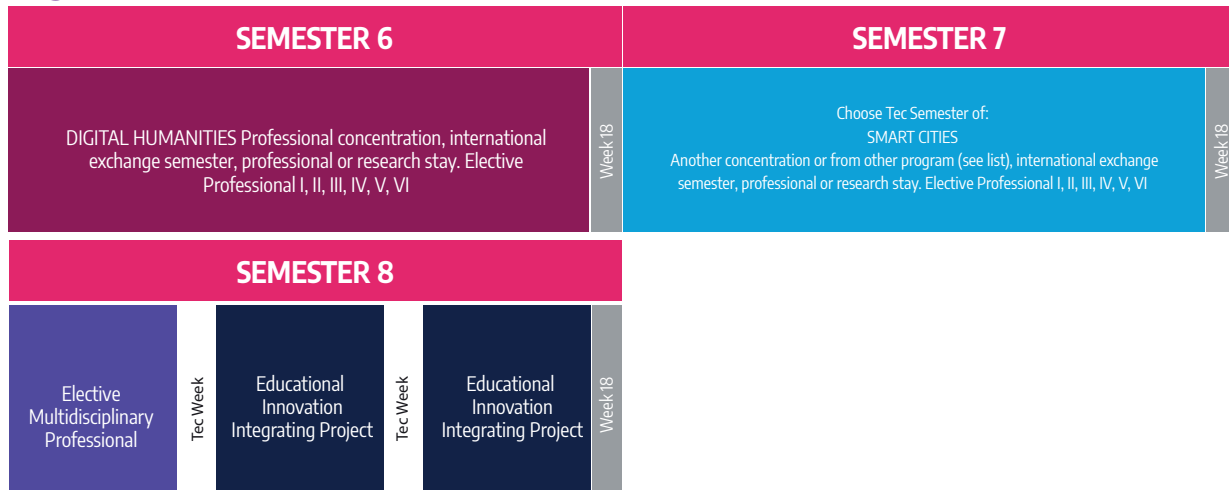
Cognitive Neurosciences



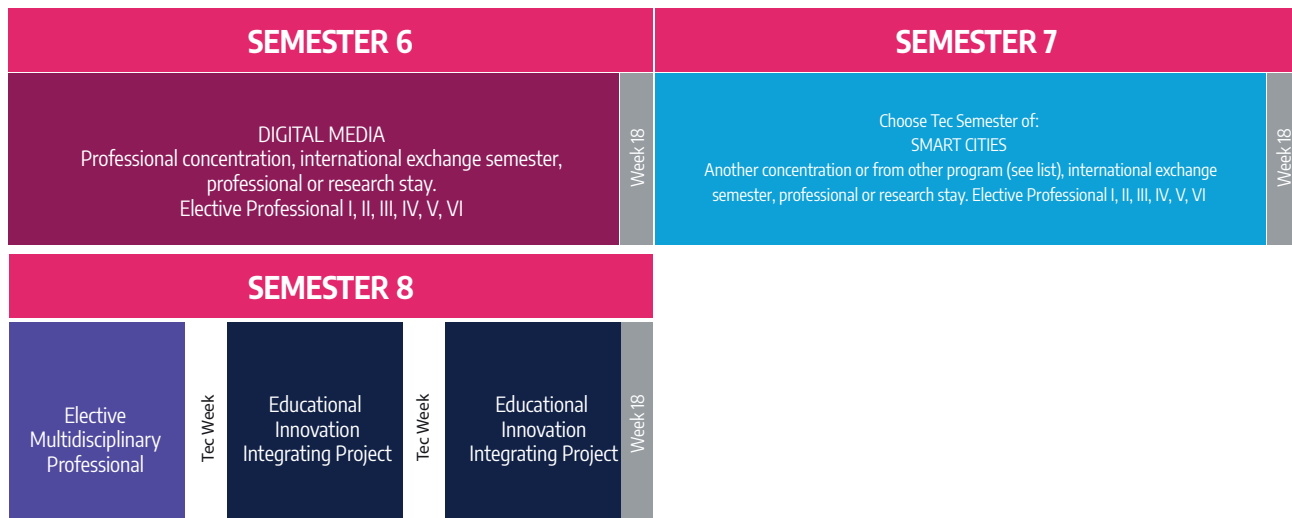
Cognitive Neurosciences



Digital Humanities



Digital Media



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)





LLE

B.A. IN SPANISH LITERATURE

Literature does matter

Studying the B.A. in Spanish Literature goes beyond a passion for literature and language to analyzing reality with a critical, ethical and proactive focus, in which human beings and their environment are at the center of each and every reflection and action. This degree will enable you to develop the skills and competencies to turn words into tools that serve to foster a more gratifying world, by recognizing the importance of the quality of verbal messages in both form and content.

A B.A. in Spanish Literature will graduate from Tec de Monterrey with the following competencies:

- Produce critiques based on specialized knowledge of literary phenomena.
- Create texts in diverse contexts, integrating Spanish language resources with expertise.
- Conduct research on Spanish language and literature, applying different theoretical and methodological parameters.
- Manage cultural projects using diverse technologies and innovation, sustainability and social-impact criteria.



WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

CAREER FIELD

Thanks to the integral preparation you will receive in this degree, on graduating you will be able to you participate in any of the following settings:

- *Strategic information areas in public and private institutions*
- *Community manager*
- *Organizational communication*
- *Editing print and digital content*
- *Script writing for film and the media*
- *Publishing industry*
- *Public and private cultural institutions*
- *Literary research and critique*
- *Digital narratives*
- *Cultural journalism*
- *Public relations*
- *Storytelling*

IS THIS RIGHT FOR YOU?

If you are passionate about reading, writing and language, interpreting the world from diverse perspectives and have an enormous capacity for analysis, then this is the path for you.

Consult the concentrations this degree offers:

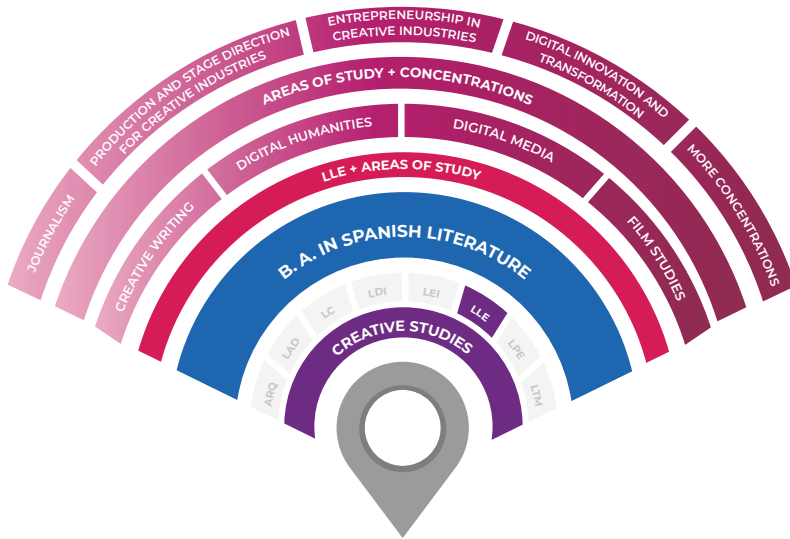


tec.mx/le



CURRICULUM

CHOOSE YOUR PATH



More concentrations to choose from:

- Creative Writing and Digital Narratives
- Digital Humanities
- Film Studies
- Smart Cities
- Innovation and Development of New Products, Services and Systems
- Digital Innovation and Transformation
- Conscious Business
- Consultancy
- Digital Media Production
- Film Production and Direction
- Production and Stage Direction for Creative Industries
- Documentary Film Production
- Entrepreneurship in Creative Industries
- Visual Arts
- Arts and Technology
- Strategic Communication
- Social Media and Digital Strategy
- Conscious Marketing and Innovation
- Journalism
- Mexican Culture
- Social Innovation
- Other

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SEMESTER 1				SEMESTER 2				CHOOSE YOUR PROGRAM
Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Mathematics and Science	Tec Week	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	Week 1B	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking		Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies		
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Tec Week	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Week 1B	
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies		Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative		

SEMESTER 3				SEMESTER 4			SEMESTER 5				CHOOSE YOUR CONCENTRATION	
Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Tec Week	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Week 1B	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship		Week 1B
Critical Analysis of Texts	Critical Analysis of Texts	Critical Analysis of Texts		Literary Theory	Literary Theory	Literary Theory		Development of Editorial Models and Prototypes	Development of Editorial Models and Prototypes	Development of Editorial Models and Prototypes		
Spanish Language Structures and Analysis	Spanish Language Structures and Analysis	Spanish Language Structures and Analysis	Tec Week	Medieval Spanish Literature	Golden Age Literature	Hispanic Colonial Literature	Tec Week	Ibero-American Narrative of the 19th and 20th Centuries	Ibero-American Narrative of the 19th and 20th Centuries	Spanish American Theater and Essay of 19th and 20th Centuries		Week 1B
Exploration Topic	Classic Texts	Discourse Analysis		Exploration Topic	Golden Age Literature	Hispanic Colonial Literature		Ibero-American Narrative of the 19th and 20th Centuries	Ibero-American Narrative of the 19th and 20th Centuries		Spanish American Theater and Essay of 19th and 20th Centuries	

- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)





AREAS OF STUDY LLE

Creative writing



DEGREES

40

Creative writing





Digital Humanities

SEMESTER 6			SEMESTER 7		
DIGITAL HUMANITIES Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI			Choose Tec Semester of: SMART CITIES Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI		
SEMESTER 8					
Elective Multidisciplinary Professional	Tec Week	Educational Innovation Integrating Project	Tec Week	Educational Innovation Integrating Project	Week 18

Digital Media

SEMESTER 6			SEMESTER 7		
MEXICAN CULTURE Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI			Choose Tec Semester of: DIGITAL MEDIA PRODUCTION Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI		
SEMESTER 8					
Elective Multidisciplinary Professional	Tec Week	Literature Integrating Project	Tec Week	Literature Integrating Project	Week 18





LPE

B.A. IN JOURNALISM

Make it known

Journalism in the new century requires professionals specialized in the creation of content that will help audiences understand transformations in the local and global environment, through diverse media distribution channels. This degree addresses journalism and media knowledge and practice, with an up-to-date interdisciplinary, practical and comprehensive approach, with an emphasis on digital media, research and information project management.

A B.A. in Journalism will graduate from Tec de Monterrey with the following competencies:

- Conduct journalistic research on social, political, economic and cultural phenomena, based on theories and methods of social sciences and the humanities.
- Produce news content based on journalistic techniques and procedures.
- Practice journalism, applying the principles of the right to information, freedom of expression and media audiences' rights within the framework of fundamental rights.
- Apply innovative, specialized technologies with transmedia convergence criteria in news production.
- Generate journalistic business models based on innovation, sustainability and social-impact criteria.
- Analyze journalistic information that contribute to strategic decision making in institutions and organizations.





WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

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CAREER FIELD

This program reinforces the international vision of the profession, technology for audiovisual digital production and currency in the emerging trends of journalism. As a result, on graduating, you will be able to participate in any of the following environments:

- Media administration and management
- Strategic information areas in public and private institutions
- Digital media entrepreneurship
- Audiovisual industry
- Publishing industry
- Journalism industry
- Emerging media in specialized, precision and investigative digital journalism settings
- Government organizations
- Non-government organizations (NGOs)

Consult the concentrations this degree offers:



tec.mx/lpe

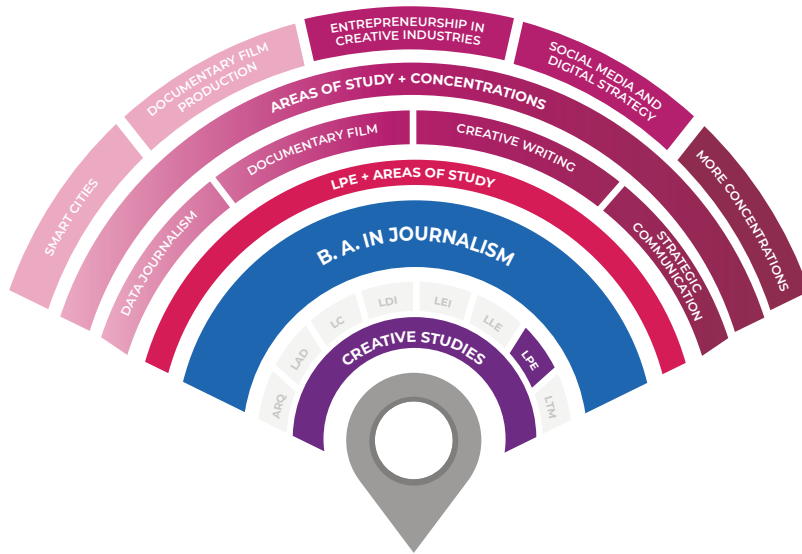


IS THIS RIGHT FOR YOU?

If you are interested in finding out the truth about events and, to do so, you compare, analyze and assess information sources. If you are skilled at handling words both orally and in writing, and like creating content, this is the degree for you.

CURRICULUM

CHOOSE YOUR PATH



More concentrations to choose from:

- Data Journalism
- Strategic Communication
- Creative Writing and Digital Narratives
- Digital Humanities
- Sustainable Economy and Development
- Smart Cities
- Innovation and Development of New Products, Services and Systems
- Digital Innovation and Transformation
- Conscious Business
- Consultancy
- Film Studies
- Digital Media Production
- Film Production and Direction
- Production and Stage Direction for Creative Industries
- Documentary Film Production
- Entrepreneurship in Creative Industries
- Visual Arts
- Arts and Technology
- Social Media and Digital Strategy
- Conscious Marketing and Innovation
- Journalism
- Mexican Culture
- Social Innovation
- Other

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What you need to know about each stage of your curriculum:

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SEMESTER 1			SEMESTER 2			CHOOSE YOUR PROGRAM	
Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts		Week 1B
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies		
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico		Week 1B
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative		

SEMESTER 3			SEMESTER 4			SEMESTER 5			CHOOSE YOUR CONCENTRATION	
Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship		Week 1B
Social and Political Studies	Social and Political Studies	Social and Political Studies	Journalistic Practice, Right to Information and Public Opinion	Journalistic Practice, Right to Information and Public Opinion	Journalistic Practice, Right to Information and Public Opinion	Fundamentals of Hypermedia and Transmedia Journalism	Fundamentals of Hypermedia and Transmedia Journalism	Fundamentals of Hypermedia and Transmedia Journalism		
Communication Theories	Communication Theories	Communication Theories	Historical analysis of the international system	Journalistic Content Production	Journalistic Content Production	Convergent Journalism Production	Multimodal Convergent Narratives Production	Multimodal Convergent Narratives Production		Week 1B
Exploration Topic	Methodologies of Journalistic Research	Methodologies of Journalistic Research								

- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)





AREAS OF STUDY

LPE

Data Journalism

SEMESTER 6			SEMESTER 7				
<p>DATA JOURNALISM</p> <p>Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			Week 18	<p>Choose Tec Semester of: SMART CITIES</p> <p>Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			Week 18
SEMESTER 8							
<p>Elective Multidisciplinary Professional</p>	Tec Week	<p>Journalism Integrating Project</p>	Tec Week	<p>Journalism Integrating Project</p>	Week 18		

Documentary Film

SEMESTER 6			SEMESTER 7				
<p>MEXICAN CULTURE</p> <p>Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			Week 18	<p>Choose Tec Semester of: DOCUMENTARY FILM PRODUCTION</p> <p>Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			Week 18
SEMESTER 8							
<p>Elective Multidisciplinary Professional</p>	Tec Week	<p>Journalism Integrating Project</p>	Tec Week	<p>Journalism Integrating Project</p>	Week 18		

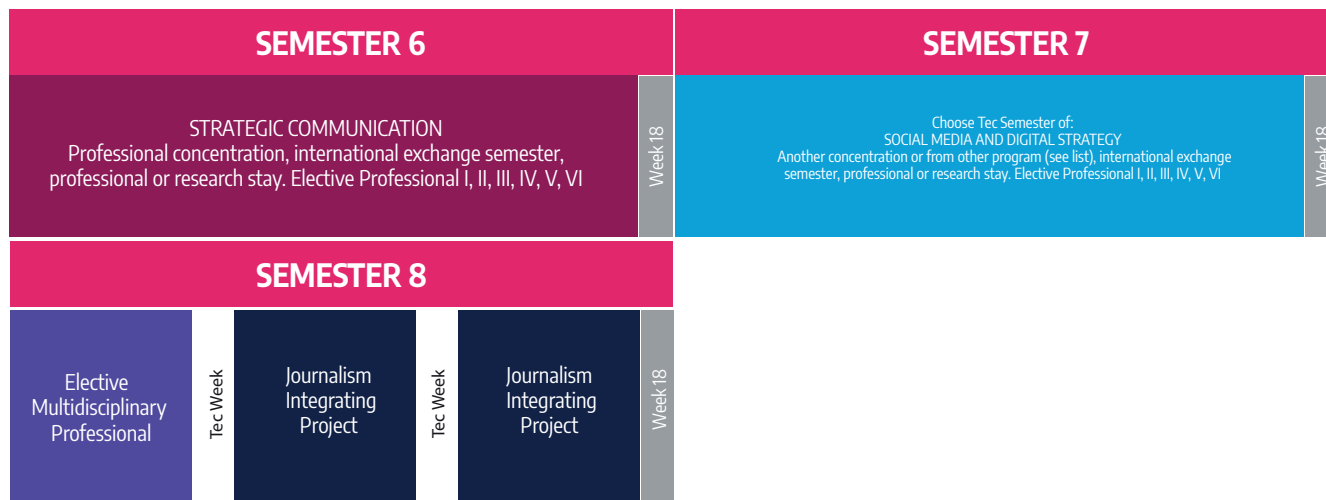




Creative Writing



Strategic Communication



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)





LTM

B.A. IN MUSIC TECHNOLOGY AND PRODUCTION

Generating and modeling sound

Technological advancements have also had an impact on the world of entertainment, and are used in a more diversified manner and by more people worldwide. In this degree, you will be exploring the complex world of sound production, applied in diverse creative and entertainment industry settings, with an in-depth knowledge of technology management and digital production, in order to forge your path to success.

A B.A. in Music Technology and Production will graduate from Tec de Monterrey with the following competencies:

- Create audio content on diverse technological platforms with transmedia convergence criteria.
- Produce sound solutions for the audiovisual industry, meeting international audio-engineering standards.
- Implement electroacoustics systems with professional quality standards and efficiency.
- Develop musical technology solutions that solve issues in the entertainment industry environment.
- Analyze, from a musical perspective, western music genres, styles and forms.
- Design business projects within the music industry, using the legal, financial, artistic and ethical aspects appropriate to the contemporary field of entertainment.





WHICH SPECIALIZATIONS ARE AVAILABLE TO YOU?

The educational model enables you to personalize your graduate profile. During the specialization stage, consider a focus based on your post-graduation plans. Tec offers you the means to achieve this through diverse concentrations.

CAREER FIELD

This program reinforces the international vision of the profession, technology for audiovisual digital production and currency in the emerging trends in the different fields of music and sound. As a result, on graduating, you will be able to participate in any of the following environments:

- Advertising agencies
- Production companies
- Film, radio and television
- Musical hardware and software development companies
- Concert and mass event organizer firms
- Recording studios
- Music industry
- Entertainment industries
- Public and private cultural institutions

Consult the concentrations this degree offers:



tec.mx/lm

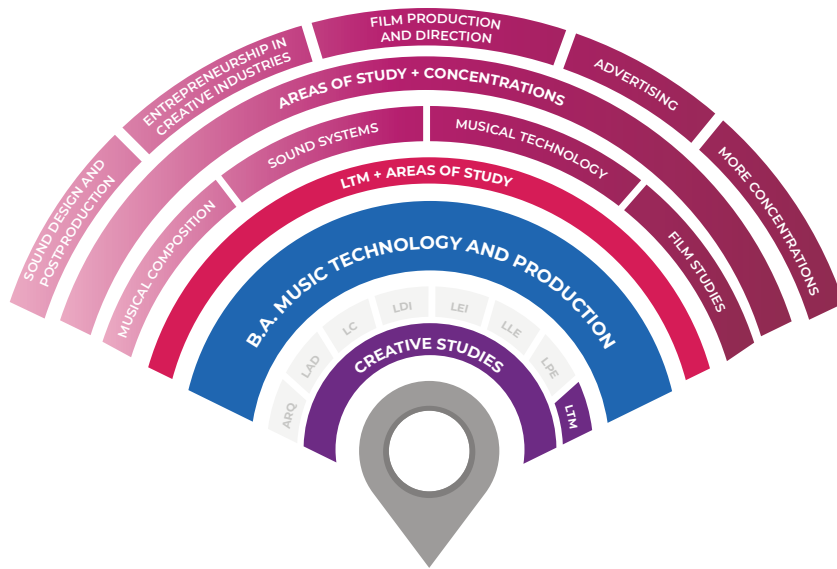


IS THIS RIGHT FOR YOU?

If you the diverse genres of musical production, sound design for audiovisual media, sound production for live events or the development of audio technology capture your attention, you're in the right place.

CURRICULUM

CHOOSE YOUR PATH



More concentrations to choose from:

- Digital Media Production
- Film Production and Direction
- Film Studies
- Sound Design and Postproduction
- Documentary Film Production
- Production and Stage Direction for Creative Industries
- Musical Technological Design
- Entrepreneurship in Creative Industries
- Visual Arts
- Arts and Technology
- Digital Humanities
- Strategic Communication
- Social Media and Digital Strategy
- Leadership and Organizational Transformation
- Conscious Marketing and Innovation
- Smart Cities
- Innovation and Development of New Products, Services and Systems
- Digital Innovation and Transformation
- Conscious Business
- Consultancy
- Journalism
- Mexican Culture
- Social Innovation
- Other

* Offer varies by campus

What you need to know about each stage of your curriculum:

Exploration

1. You will open your competency file and add to it throughout your degree program.
2. You will learn the foundations of the area of Creative Studies.
3. You will participate in fundamental and exploration challenges from the area of Creative Studies, interacting with peers from different degree programs.
4. You will study general education courses, selecting them from a collection.
5. You will participate in a challenge that integrates all the competencies to be developed in this phase.

Focus

1. You will acquire the core competencies of your degree, in other words, those that distinguish it.
2. You will participate in more focused challenges to reinforce what you have learned and broaden your basic knowledge.
3. You will have the elements to decide whether to deepen your knowledge or diversify and, subsequently, build your specialization plan.
4. The Tec Weeks, challenges and overall university experiences will enrich your file.

Specialization

1. You have decided whether to diversify or delve further into your degree, by choosing a concentration, a modality, an internship stay, to mention just a few of your options. The Tec Semester is a flexible-time space to get started.
2. You will develop the competencies related to your specialization, increasingly connected to your passions, interests and plans.
3. If you decided to opt for a concentration, on graduating you will obtain a professional concentration certificate issued by the Office of the Registrar at your campus.

SEMESTER 1			SEMESTER 2			CHOOSE YOUR PROGRAM
Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Mathematics and Science	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	Elective Course Humanities and Fine Arts	
Methodologies of Creative Thinking	Methodologies of Creative Thinking	Methodologies of Creative Thinking	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	Semiotics and Contemporary Narratologies	
Visual Sound and Culture	Visual Sound and Culture	Visual Sound and Culture	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	Cultural Imaginaries of Mexico	
Creative Immersion and Experimentation	Photographic Techniques and Discourses	Human Factors Research Methodologies	Formal representation of space	Symbolic Structures in Image, Literature and Music	Audiovisual Narrative	
Tec Week		Tec Week		Tec Week		Week 18

SEMESTER 3			SEMESTER 4			SEMESTER 5			CHOOSE YOUR CONCENTRATION
Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Social and Behavioral Sciences	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Leadership, Entrepreneurship and Innovation	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	Elective Course Ethics and Citizenship	
Music Theory and Music Styles	Music Theory and Music Styles	Music Theory and Music Styles	Digital Sound Production and Mixing Techniques	Digital Sound Production and Mixing Techniques	Digital Sound Production and Mixing Techniques	Sound Postproduction for Film and Video	Sound Postproduction for Film and Video	Sound Postproduction for Film and Video	
Music Business	Music Business	Music Business	Applied Technology in Sound Production	Sound Recording Techniques	Music Production	Design of Interactive Applications of Musical Technology	Music for Audiovisual Products	Audiovisual Production and Marketing	
Exploration Topic	Auditory and Instrumental Training	Fundamentals of Acoustics							
Tec Week		Tec Week		Tec Week		Tec Week		Tec Week	
								Week 18	

- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)

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AREAS OF STUDY LTM

Musical Composition

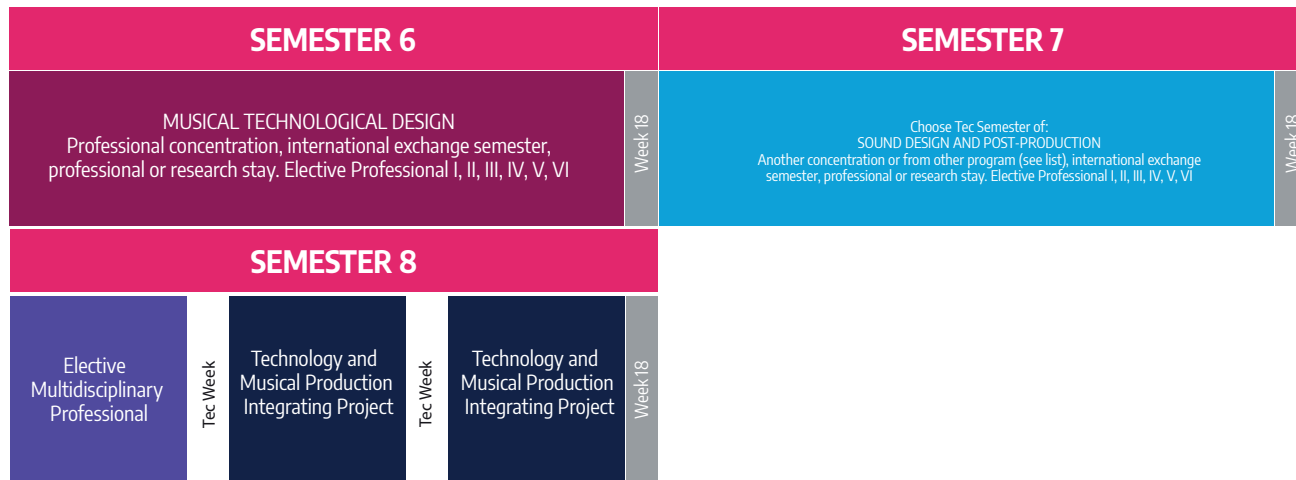
SEMESTER 6			SEMESTER 7		
<p>SPECIALIZED MUSICAL COMPOSITION Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			<p>Choose Tec Semester of: SOUND DESIGN AND POST-PRODUCTION Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>		
SEMESTER 8			SEMESTER 8		
<p>Elective Multidisciplinary Professional</p>	Tec Week	<p>Technology and Musical Production Integrating Project</p>	Tec Week	<p>Technology and Musical Production Integrating Project</p>	Week 18

Sound Systems

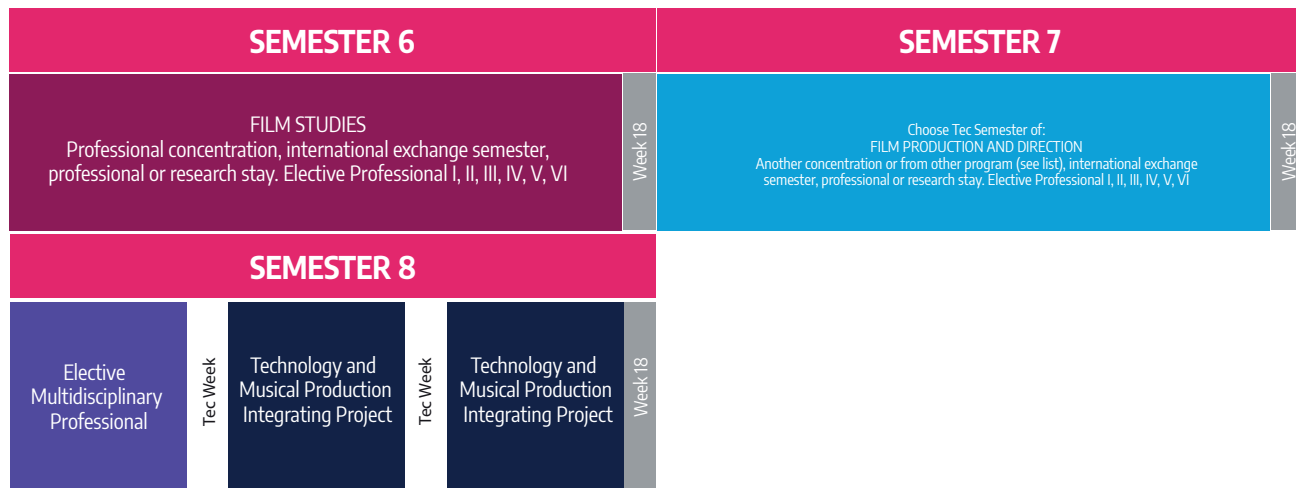
SEMESTER 6			SEMESTER 7		
<p>DESIGN OF SOUND REINFORCEMENT SYSTEMS Professional concentration, international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>			<p>Choose Tec Semester of: SOUND DESIGN AND POST-PRODUCTION Another concentration or from other program (see list), international exchange semester, professional or research stay. Elective Professional I, II, III, IV, V, VI</p>		
SEMESTER 8			SEMESTER 8		
<p>Elective Multidisciplinary Professional</p>	Tec Week	<p>Technology and Musical Production Integrating Project</p>	Tec Week	<p>Technology and Musical Production Integrating Project</p>	Week 18



Musical Technology



Film Studies



- General education course
- Exploration topic (CHALLENGE)
- TEC Semester
- Area exploration courses
- Disciplinary course
- Multidisciplinary professional elective (CHALLENGE)
- Introductory block (CHALLENGE)
- Disciplinary block (CHALLENGE)
- Final integrating block (CHALLENGE)
- Area exploration block (CHALLENGE)
- Integrating disciplinary block (CHALLENGE)



CREATIVE STUDIES

With the Creative Studies entry, you have the option of moving throughout your undergraduate studies to the campus that offers the specialization you would like to pursue.

	Entry Campuses for the area of CREATIVE STUDIES	Campuses where you can enter and graduate from the corresponding degrees							
		ARQ	LAD	LC	LDI	LEI	LLE	LPE	LTM
Aguascalientes	●								
Chiapas	●								
Chihuahua	●	●							
Ciudad de México	●	●	●	●	●				●
Ciudad Juárez									
Cuernavaca	●								
Estado de México	●	●	●	●	●				●
Guadalajara	●	●	●	●	●				●
Hidalgo	●								
Irapuato									
Laguna	●	●			●				
León	●	●			●				
Monterrey	●	●	●	●	●	●	●	●	●
Morelia	●								
Obrejón									
Puebla	●	●	●	●	●				●
Querétaro	●	●	●	●	●				●
Saltillo									
San Luis Potosí	●								
Santa Fe	●	●	●	●			●	●	
Sinaloa	●								
Sonora Norte	●	●			●				
Tampico					●				
Toluca	●	●		●	●				
Zacatecas									



UNLEASH YOUR POTENTIAL TO TRANSFORM

At Tecnológico de Monterrey we're looking for students willing to be better for the benefit of others, people with the humility and courage to challenge paradigms, with the ambition to improve, who embrace the most advanced technical knowledge, and with an ethical and humanistic profile, who dare to go forward, more willing to be than to have.

For further information on the degrees from the area of Creative Studies, go to



tec.mx/profesional