

COURSE CATALOGUE

INFORMATION ABOUT THE STUDY PROGRAMS

DEPARTMENT OF FINE ARTS

STUDY PROGRAM: VISUAL ARTS – BA

SPECIALIZATION: CONCEPTUAL ART AND NEW MEDIA - BACHELOR (BA)

Academic Title Awarded upon Completion of the 240 ECTS Study Programme: Bachelor of Conceptual Art and New Media in Visual Arts

YEAR I - SEMESTER I – II

(PER YEAR) / 10 COMPULSORY COURSES (C)

NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	C	I	10B11S12045	INTRODUCTION TO CONCEPTUAL ART AND NEW MEDIA	4	2	6	6	12	2335
				Course Description						
				<i>This course provides a theoretical and practical introduction to conceptual art and the use of new media in contemporary art. Particular emphasis is placed on the shift from the artistic object toward the idea, process, and context as essential components of the artwork. The course objectives to develop students' ability to think critically and conceptually by introducing them to the principal forms and approaches of conceptual art and new media.</i>						

Course objective

The aim of this course is to equip students with fundamental knowledge of conceptual art and new media, as well as to orient them toward the development of conceptual thinking, critical analysis, and artistic experimentation. The course establishes a theoretical and practical foundation for advanced courses in the field of conceptual art and contemporary media.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Describe the fundamental principles of conceptual art and new media;*
- 2. Identify the main forms and approaches of contemporary conceptual art;*
- 3. Analyse works and practices of conceptual art from conceptual and contextual perspectives;*
- 4. Formulate structured conceptual ideas for artistic projects;*
- 5. Apply new media as expressive tools in the creation of artworks;*
- 6. Experiment with forms, media, and interdisciplinary approaches within the creative process;*
- 7. Clearly articulate and justify the creative process and the concept of the completed artwork.*

Course content

- Introduction to conceptual art*
- The idea as the foundation of the artwork*
- The dematerialisation of the artistic object*
- Text and documentation in conceptual art*
- New media and contemporary art*
- Video art and digital media*
- Installation and space*
- Sound, music, and experimental media*
- Interdisciplinary practices in art*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of artworks, critical discussions, guided conceptual exercises, as well as individual and group practical work. Students engage in experimental projects that foster the development of conceptual thinking and the application of new media.

Connection to the Programme

This course constitutes the conceptual and theoretical foundation for subsequent courses within the programme, particularly those related to intermediate and advanced conceptual art, new media, video art, installation, and contemporary interdisciplinary practices. It contributes directly to the formation of students' professional profiles in the field of contemporary art.



2.	C	I	10B11S12046	NEW PERSPECTIVES IN SCULPTURE	3	0	3	4	8	2351
				Course Description						
				<p><i>The course New Perspectives in Sculpture aims to expand students' creative and conceptual approaches in sculpture, guiding them towards contemporary ways of thinking and artistic production. It focuses on rethinking the relationship between form, space, material, and context, as well as exploring new approaches to the creation and perception of sculptural works. The course supports the development of a critical and experimental perspective in sculptural practice.</i></p>						
				<p><i>This course is offered as an inter-specialisation course and is open to students from the Sculpture specialisation as well as from Conceptual Art and New Media.</i></p>						
				Course objective						
				<p><i>The purpose of the course is to encourage the development of advanced sculptural thinking and to enable students to explore new conceptual and formal approaches in the creation of sculptural works, in line with contemporary artistic developments.</i></p>						
				Learning Outcomes						
				Upon completion of the course, the student will be able to:						
				<ol style="list-style-type: none"> 1. <i>Analyses contemporary approaches in sculpture and their impact on artistic practice.</i> 2. <i>Explore new relationships between form, space, and context.</i> 3. <i>Develop sculptural ideas and concepts beyond traditional forms.</i> 4. <i>Apply experimental approaches within the creative process.</i> 5. <i>Integrate critical reflection into sculptural development.</i> 6. <i>Articulate the process and concept of their work.</i> 7. <i>Evaluate sculptural works in relation to contemporary cultural and social contexts.</i> 						

Course Content

- *Contemporary approaches in sculpture*
- *Rethinking form and space*
- *Sculpture and cultural context*
- *Conceptual experimentation in sculpture*
- *Creative process and critical reflection*
- *Interaction between artwork, space, and viewer*
- *Analysis and discussion of student projects*

Teaching and Learning Methods

The course is delivered through studio-based creative work, experimental exercises, individual mentoring, critical discussions, and analysis of students' sculptural projects.

Relation to the Programme

This course directly contributes to the development of advanced sculptural competencies within the Bachelor Programme in Visual Arts, preparing students for more complex conceptual approaches, advanced studies, and active engagement in the contemporary artistic field.



3.	4	0	10B11S12047	INTRODUCTION TO VIDEO ART	3	2	5	4	8	2350
<p>Course Description</p> <p><i>This course provides a theoretical and practical introduction to video art as a contemporary artistic medium, addressing moving image as a conceptual and expressive form. The course focuses on understanding video not as traditional cinematic narration, but as an experimental medium that integrates time, space, sound, and artistic concept.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to introduce students to the fundamental principles of video art and to guide them in developing video works with a conceptual approach, establishing a foundation for more advanced practices in this field.</i></p> <p>Learning Outcomes</p>										

Upon successful completion of the course, the student will be able to:

- 1. Explain the fundamental characteristics of video art as a contemporary artistic medium.*
- 2. Differentiate video art from traditional film and audiovisual formats in both conceptual and formal terms.*
- 3. Analyse the role of moving image, time, and sound in the construction of a video art work.*
- 4. Develop basic conceptual ideas for artistically oriented video projects.*
- 5. Use elements of image, time, and sound in a purposeful and creative manner.*
- 6. Produce basic video art works following a clearly defined conceptual process.*
- 7. Document **and present** completed works in a structured and professional manner.*

Course Content

- Introduction to video art and historical development*
- Video as a conceptual medium*
- Moving image and time*
- Sound and silence in video art*
- Experimentation with structure and form*
- Video art and exhibition space*
- Documentation and presentation of video works*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of video art works, practical exercises, and individual projects. Students develop video works based on conceptual ideas and critical reflection.

Relation to the Program

This course provides the foundation for intermediate and advanced video art courses and connects directly with conceptual art, installation, and new media practices.

4.	C	I	10B11S12009	CREATIVITY I	2	2	4	2	4	1803
<i>Course Description</i>										

This course focuses on the development of creativity as a cognitive process and creative practice. It analyses mechanisms of creativity and encourages idea exploration through conceptual and practical exercises.

Course Objectives

The objective of this course is to help students identify and develop their creative potential through structured and experimental approaches.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Explain the basic concepts of creativity as a mental process and creative practice;*
- 2. Use techniques for idea generation (e.g., brainstorming, association, variations);*
- 3. Develop original ideas in response to a theme or creative problem;*
- 4. Experiment with alternatives and different approaches in exercises/projects;*
- 5. Document the creative process (sketches, notes, trials) in an organized manner;*
- 6. Reflect on creative decision-making and steps for improvement;*
- 7. Present the outcomes with basic conceptual and visual articulation.*

Course content

- Creativity as a process*
- Creative thinking*
- Idea generation*
- Conceptual exercises*
- Experimentation*
- Creative reflection*
- Practical projects*

Teaching and Learning Methods

Teaching is conducted through practical exercises, discussions, group work, and individual projects.

Relation to the Program

This course forms a foundation for creative development and supports all practical disciplines within the program.

5.	C	I	10B11S12059	FOREIGN LANGUAGE	2	0	2	2	4	2346
<p>Course Description</p> <p><i>This course objectives to develop foreign language competencies with a particular focus on academic and professional communication in the fields of visual arts and design. It integrates reading, writing, listening, and speaking skills within artistic contexts and terminology.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to enable students to use a foreign language functionally and accurately for studies, research, presentations, and professional communication in art and design.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Interpret academic and professional texts in a foreign language within the fields of visual arts and design;</i> <i>2. Identify main ideas, arguments, and supporting information in texts and audio-visual materials;</i> <i>3. Summarize and paraphrase relevant content while preserving meaning and basic terminology;</i> <i>4. Use fundamental art and design terminology accurately in oral and written communication;</i> <i>5. Draft structured texts (e.g., a professional email, a project description, a summary) with coherence and basic accuracy;</i> <i>6. Deliver short academic/professional presentations and defend the main ideas in discussion;</i> <i>7. Collaborate in international academic communication situations by observing communication ethics and standard formats.</i> <p>Course content</p> <ul style="list-style-type: none"> <i>• Basic language skills</i> <i>• Art and design terminology</i> <i>• Reading and text analysis</i> 										

- *Basic academic writing*
- *Professional communication*
- *Presentations and discussions*
- *Practical language exercises*

Teaching and Learning Methods

Teaching is conducted through interactive exercises, group work, text analysis, discussions, and structured presentations.

Relation to the Program

This course supports the internationalization of the program and prepares students for studies, collaboration, and presentation in international contexts.

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6.	C	I	10B11SI2025	<i>HISTORY OF ART I</i>	2	0	2	2	4	1819
<p><i>Course Description</i></p> <p><i>This course provides an introduction to the history of art, covering major artistic developments from early periods through the end of the Middle Ages. It analyses artworks within their historical, cultural, and social contexts.</i></p> <p><i>Course Objectives</i></p> <p><i>The objective of this course is to equip students with fundamental knowledge of art history and analytical skills for interpreting artworks.</i></p> <p><i>Learning Outcomes</i></p> <p><i>Upon successful completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Identify key periods and developments in art history from early periods to the end of the Middle Ages;</i> <i>2. Describe stylistic, thematic, and iconographic characteristics of representative works;</i> <i>3. Explain the relationship between art, religion, power, and social structures in the periods covered;</i> 										

4. *Analyse works of art by situating them within historical, cultural, and geographical contexts;*
5. *Compare forms and styles across different cultures and periods;*
6. *Use basic art history terminology accurately in writing and discussion;*
7. *Formulate an initial critical interpretation of a specific artwork/object based on arguments.*

Course content

- *Prehistoric and ancient art*
- *Art of ancient civilizations*
- *Greek and Roman art*
- *Early Christian and Byzantine art*
- *Medieval art*
- *Analysis of representative artworks*
- *Methods of historical interpretation*

Teaching and Learning Methods

Teaching is conducted through structured lectures, visual analysis of artworks, discussions, and individual assignments.

Relation to the Program

This course establishes the historical foundation for the study of visual arts and supports students' theoretical and critical development.

7.	C	I	10B11SI2048	DESIGN ELEMENTS	2	0	2	2	4	2352
<p>Course Description</p> <p><i>This course examines the fundamental elements of design as the basis of visual communication. It focuses on the study and application of line, shape, colour, texture, space, and typography, analysing their role in the construction of clear and functional visual compositions.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to provide students with solid knowledge of the basic elements of design and to enable their conscious and controlled use in design projects.</i></p>										

Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Identify the fundamental elements of visual design.
2. Explain the function of line, shape, colour, texture, and space in composition.
3. Analyse visual structures from the perspective of their constituent elements.
4. Use design elements in practical projects.
5. Develop visual sensitivity and formal control.
6. Experiment with relationships between visual elements.
7. Apply design elements to achieve clear and functional visual communication.

Course content

- Line and its visual function
- Shape and mass
- Colour and chromatic relationships
- Texture and visual materiality
- Space and visual organization
- Typography as a design element
- Analytical and practical exercises

Teaching and Learning Methods

Teaching is conducted through thematic lectures, visual analysis, practical exercises, and individual projects. Emphasis is placed on experimentation and the direct application of design elements.

Relation to the Program

This course forms a fundamental basis for all graphic and multimedia design courses, supporting the development of composition, typography, visual identity, and visual communication.

8.	C	I	10B11S12061	PSYCHOLOGY OF ART	2	0	2	2	4	2348
				Course Description						

This course examines the psychological aspects of artistic creation and perception. It analyses mental, emotional, and perceptual processes that influence the creation, experience, and interpretation of artworks.

Course Objectives

The objective of this course is to help students understand the psychological dimensions of art and their impact on the creative process and aesthetic experience.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Explain basic psychological concepts related to artistic creation and perception;*
- 2. Analyse the role of visual perception and attention in aesthetic experience;*
- 3. Explain the influence of emotions and personal experience on the interpretation of a work;*
- 4. Discuss theories and factors related to creativity and the creative process;*
- 5. Interpret audience responses to art through psychological concepts;*
- 6. Analyse dimensions of the artist's identity (motivation, self-esteem, creative block) in a conceptual manner;*
- 7. Connect psychological knowledge with reflection on artistic practice and one's personal working process.*

Course content

- Psychology and art*
- The creative process*
- Visual perception*
- Emotion and aesthetic experience*
- Creativity*
- Psychology of the artist and the audience*
- Psychological analysis of artworks*

Teaching and Learning Methods

Teaching is conducted through lectures, discussions, case analysis, and theoretical reflection.

Relation to the Program

This course connects with art theory, aesthetics, and creative practices in visual art.

9.	C	I	10B11S12056	CREATIVE WRITING AND PROJECT MANAGEMENT FOR ARTISTS	2	0	2	2	4	2337
				<p>Course Description</p> <p><i>This course examines creative writing as a conceptual and reflective tool in artistic practice, alongside basic principles of artistic project management. It focuses on idea development, concept articulation, and the organization of projects from initial phase to realization.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to enable students to clearly and creatively articulate their artistic ideas and to manage artistic projects in a structured and professional manner.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"><i>1. Generate ideas and themes for creative writing related to artistic practice;</i><i>2. Write creative and reflective texts that articulate the artistic process and concept;</i><i>3. Formulate an artist statement/concept statement and a project description with clarity and structure;</i><i>4. Plan an art project (objectives, phases, timelines, resources) at a basic level;</i><i>5. Organize project documentation (process, materials, evidence) for professional presentation;</i><i>6. Use basic principles of time and resource management in implementing the project;</i><i>7. Present the project and accompanying texts professionally, with coherence and argumentation.</i> <p>Course content</p> <ul style="list-style-type: none"><i>• Creative writing in art</i><i>• Text as a conceptual tool</i><i>• Idea and concept development</i><i>• Artistic project planning</i><i>• Time and resource management</i>						

- *Project documentation and presentation*
- *Practical projects*

Teaching and Learning Methods

Teaching is conducted through writing exercises, project-based work, critical discussions, and individual mentoring.

Relation to the Program

This course supports students' conceptual and professional development and connects with independent practice, public art, and creative management.

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10.	C	I	10B11S12062	PUBLIC ART	2	0	2	2	4	2349
<p><i>Course Description</i></p> <p><i>This course examines public art as an artistic practice developed in public spaces and engaging with community, urban context, and social environments. It analyses the forms, functions, and impact of public art in contemporary society.</i></p> <p><i>Course Objectives</i></p> <p><i>The objective of this course is to develop students' ability to conceptualize and analyse public art projects in relation to space, audience, and social context.</i></p> <p><i>Learning Outcomes</i></p> <p><i>Upon successful completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Describe the main forms and principles of public art in contemporary contexts;</i> <i>2. Analyse the relationship between art, public space, the public, and the community through case studies;</i> <i>3. Explain the social, political, and cultural dimensions of interventions in public space;</i> <i>4. Develop a concept for a public art project (purpose, audience, location, medium, message);</i> <i>5. Evaluate the social and ethical impact of the project on the community and the space;</i> 										

6. Draft a basic implementation plan (permits, collaborations, resources, timelines) for the project;
7. Present and justify the project with clear visual and textual argumentation.

Course content

- Public art as contemporary practice
- Public space and art
- Community and engagement
- Politics, identity, and public art
- Forms of public art
- Case studies
- Conceptual public art projects

Teaching and Learning Methods

Teaching is conducted through thematic lectures, analysis of existing projects, discussions, and conceptual project development.

Relation to the Program

This course connects with contemporary art, sociology of art, and conceptual and spatial practices.

<i>N.N.</i>	<i>C</i>	<i>I</i>	<i>10B11S12057</i>	<i>INTERNSHIP I</i>			<i>50 Hrs/Sem</i>	<i>2</i>	<i>4</i>	<i>2344</i>
Additional Information on Student Support and Engagement										
<i>N.N.</i>	<i>STUDIO / (Technical Support for Students)</i>					<i>8 Hours/Daily</i>				
Total:						<i>27</i>	<i>3</i>	<i>30</i>	<i>30</i>	<i>60</i>

YEAR II - SEMESTER III – IV

(10 COURSE PER YEAR)

8 Compulsory Courses (C) + 1 Artistic Elective Course (E) + 1 Theoretical Elective Course (E)

NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	C	II	10B11S34109	INTERMEDIATE CONCEPTUAL ART AND NEW MEDIA	4	2	6	6	12	2464
				<p>Course Description</p> <p><i>This course builds upon the foundational knowledge acquired in the introductory course and focuses on the further development of conceptual thinking and the expanded use of new media in contemporary artistic practice. Emphasis is placed on the deepening of conceptual frameworks, critical inquiry, and the integration of media as an integral part of the artistic concept rather than as a purely technical tool. Students are encouraged to develop more complex ideas and to articulate their work within contemporary theoretical and artistic contexts.</i></p> <p>Course objective</p> <p><i>The objective of this course is to strengthen students' conceptual reasoning and to expand their ability to develop coherent and critically grounded artistic projects using new media. The course objectives to support students in transitioning from basic conceptual exercises toward more structured and independent artistic practices.</i></p> <p>Learning Outcomes</p> <p><i>Upon successful completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Describe the key principles and frameworks of conceptual art and new media at the intermediate level;</i> <i>2. Critically analyse contemporary practices of conceptual art and the use of new media within artistic contexts;</i> 						

3. Contextualise artistic projects and artworks in relation to contemporary theoretical and cultural developments;
4. Develop structured conceptual frameworks for intermediate-level artistic projects;
5. Integrate media, form, and concept in the realisation of coherent artworks;
6. Demonstrate increased independence in artistic decision-making and in managing the creative process;
7. Present and defend artistic concepts through clear visual and verbal articulation.

Course Content

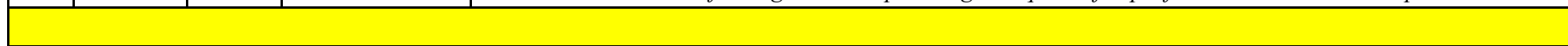
- Advanced approaches to conceptual art
- Concept development and critical positioning
- Media as concept-driven practice
- Process-based and research-oriented art
- Documentation and presentation strategies
- Expanded media practices
- Interdisciplinary experimentation
- Context, audience, and meaning in contemporary art

Teaching and Learning Methods

Teaching is conducted through advanced lectures, critical analysis of contemporary artworks, studio-based experimentation, group critiques, and individual mentoring. Students work on concept-driven projects that emphasize research, process, and conceptual clarity.

Relation to the Program

This course functions as a bridge between introductory studies and advanced studio practice. It prepares students for advanced courses in conceptual art, new media, installation, video art, and interdisciplinary studio work, while reinforcing the conceptual rigor required for professional artistic development.



2.	C	II	10B11S34112	FUNDAMENTALS OF INSTALLATION ART	3	0	3	4	8	2465	
				<p>Course Description</p> <p>This course provides a theoretical and practical introduction to installation art as a contemporary artistic form that integrates space, material, concept, and audience experience. The course focuses on understanding</p>							

installation as a spatial and conceptual practice in which the artwork is developed in dialogue with its environment and context.

Course objective

The objective of this course is to introduce students to the fundamental principles of installation art and to guide them in developing installation-based works with clear concepts, spatial structure, and contextual awareness.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Describe the fundamental principles of installation art as a contemporary artistic practice.*
- 2. Analyse the relationship between the artwork, space, and audience within installation practice.*
- 3. Develop basic concepts for projects realized in the form of installation.*
- 4. Use a variety of materials and elements in the construction of installations for artistic purposes.*
- 5. Experiment with space as an integral component of the artistic work.*
- 6. Document the creative process and the final outcome of the installation in accordance with professional practices.*
- 7. Present completed installations in a structured and well-argued manner.*

Course Content

- Introduction to installation art*
- Space as an artistic medium*
- Relationship between artwork and environment*
- Material, object, and structure*
- Installation and audience experience*
- Context and site-specificity*
- Documentation of installation work*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of contemporary installation works, practical studio exercises in various spaces, and group critiques. Students develop basic installation projects with a focus on conceptual and spatial considerations.

Relation to the Program

This course provides the foundation for subsequent courses in installation art, new media, and interdisciplinary practices, strengthening students' understanding of space and context in contemporary art.



3.	C	II	10B11S34113	INTERMEDIATE VIDEO ART	2	2	4	3	6	2466
<p>Course Description</p> <p><i>This course builds upon foundational video art knowledge and focuses on the development of intermediate-level video projects, emphasizing deeper conceptual exploration and the relationship between image, time, and sound. Students produce more structured works while exploring both narrative and non-narrative approaches, as well as the exhibition context of video art.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to conceptualize and realize video art projects with increased conceptual and formal complexity, strengthening critical use of the moving image.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"><i>Analyse video art as a contemporary practice in relation to concept, structure, and exhibition context.</i><i>Develop intermediate-level video art projects based on well-structured conceptual ideas.</i><i>Establish purposeful relationships between moving image, time, and sound within video works.</i><i>Use narrative and non-narrative structures in support of the artistic concept.</i><i>Experiment with editing, rhythm, and temporal organization within video works.</i><i>Articulate and justify the concept and creative process of video works through both visual and verbal means.</i><i>Document and present video work professionally within exhibition and academic contexts.</i> <p>Course Content</p> <ul style="list-style-type: none"><i>Concept development in video art</i><i>Temporal structure and editing</i><i>Narrative and anti-narrative approaches</i>										

- *Sound, music, and silence*
- *Video art and video installation*
- *Video art in exhibition space*
- *Documentation and presentation of video works*

Teaching and Learning Methods

Teaching is conducted through studio-based practice, thematic lectures, analysis of contemporary works, group critiques, and individual projects. Students develop video projects with clear conceptual and structural focus.

Relation to the Program

This course prepares students for advanced video art studies and directly connects with installation art, new media, and interdisciplinary contemporary practices.

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4.	C	II	10B11S34114	CREATIVITY II					2	2	4	2	4	2467
				<p><i>Course Description</i></p> <p><i>This course builds upon the foundations established in Creativity I and focuses on deepening and applying creativity in more complex projects. It emphasizes problem-solving, critical thinking, and the integration of creativity into artistic and design practice.</i></p> <p><i>Course Objectives</i></p> <p><i>The objective of this course is to advance students' ability to apply creativity in a purposeful and structured manner within artistic and design projects.</i></p> <p><i>Learning Outcomes</i></p> <p><i>Upon successful completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Apply creativity in advanced projects with more complex requirements;</i> <i>2. Solve conceptual/practical problems through innovative strategies;</i> <i>3. Integrate critical thinking with creative thinking during project development;</i> <i>4. Manage the creative process in phases (research, ideation, prototyping, iteration);</i> 										

5. *Combine and synthesize ideas into a clear conceptual solution;*
6. *Evaluate project outcomes in relation to set criteria and objectives;*
7. *Present and justify the project with conceptual clarity and a professional structure.*

Course content

- *Advanced creativity*
- *Creative problem-solving*
- *Critical and creative thinking*
- *Creative process in projects*
- *Idea integration*
- *Outcome evaluation*
- *Advanced projects*

Teaching and Learning Methods

Teaching is conducted through advanced projects, mentoring, critical discussions, and presentations.

Relation to the Program

This course supports advanced project development and prepares students for independent and professional creative practice.

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5.	C	II	10B11S34115	MUSIC AND SOUND IN VISUAL MEDIA	2	0	2	2	4	2468
<p>Course Description</p> <p><i>This course explores the role of music and sound as conceptual, structural, and expressive elements in contemporary visual media. Sound is approached not merely as a technical addition, but as an essential component that shapes meaning, atmosphere, and spatial experience. Students analyse and apply the relationship between image, sound, time, and space in interdisciplinary artistic projects.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to use music and sound conceptually and critically within visual media, creating works in which the auditory element is organically integrated with the artistic concept.</i></p>										

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the conceptual and expressive role of music and sound in contemporary visual media.*
- 2. Evaluate the relationship between image, sound, time, and space in the construction of artistic works.*
- 3. Use music, sound, and silence purposefully as structural and expressive elements.*
- 4. Integrate auditory components into visual and interdisciplinary projects in support of the artistic concept.*
- 5. Develop structured audiovisual projects that demonstrate conceptual coherence and sensory awareness.*
- 6. Critically reflect on the creative process and the aesthetic impact of sound within the realized work.*
- 7. Document and present audiovisual projects professionally within exhibition and academic contexts.*

Course Content

- Sound and music in contemporary art*
- Relationship between image and sound*
- Sound as space and experience*
- Music, rhythm, and time*
- Sound art and interdisciplinary practices*
- Integration of sound in video, installation, and performance*
- Documentation and presentation of audiovisual works*

Teaching and Learning Methods

Teaching is conducted through thematic lectures, analysis of audiovisual works, practical exercises, experimentation with sound and music, and group critiques. Students develop individual or group projects with a strong conceptual and interdisciplinary focus.

Relation to the Program

This course directly connects with video art, installation, performance, and new media, strengthening the interdisciplinary and sensory dimensions of the visual arts program.

6.	C	II	10B11S34105	<p style="text-align: center;">HISTORY OF ART II</p>	2	0	2	2	4	2418
				<p>Course Description</p> <p><i>This course continues the study of art history by examining major developments from the Renaissance to modern art. It analyses stylistic, conceptual, and social changes that shaped Western art.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to deepen students' historical knowledge and develop their ability to critically analyse artworks within cultural and ideological contexts.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Identify key artistic developments from the Renaissance to modern art;</i> 2. <i>Describe the aesthetic and conceptual features of the main movements and currents of the period;</i> 3. <i>Analyse works and styles through formal elements (composition, perspective, light, materiality) and meaning;</i> 4. <i>Explain the impact of historical, ideological, and social changes on artistic production;</i> 5. <i>Compare aesthetic approaches and artistic concepts across different periods/movements;</i> 6. <i>Use advanced art history terminology in discussion and analytical writing;</i> 7. <i>Construct a critical historical argument about a movement or an artist by using representative examples.</i> <p>Course content</p> <ul style="list-style-type: none"> • <i>Renaissance and Humanism</i> • <i>Baroque and Rococo</i> • <i>Neoclassicism and Romanticism</i> • <i>Realism and Impressionism</i> • <i>Twentieth-century avant-gardes</i> • <i>Modernism</i> • <i>Analysis of representative artworks</i> <p>Teaching and Learning Methods</p>						

Teaching is conducted through thematic lectures, artwork analysis, critical discussions, and individual assignments.

Relation to the Program

This course supports students' theoretical and historical development and serves as a foundation for understanding contemporary art and current practices.

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7.	C	II	10B11S34106	SOCIOLOGY OF ART	2	0	2	2	4	2419
<p>Course Description</p> <p>This course analyses art as a social phenomenon, examining relationships between art, society, institutions, and cultural contexts. It addresses the role of art in producing and reflecting social realities.</p> <p>Course Objectives</p> <p>The objective of this course is to develop students' ability to understand and analyse art in relation to social, cultural, and institutional structures.</p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain art as a social phenomenon and as part of cultural production; 2. Analyse art–society relations in historical and contemporary contexts; 3. Interpret the role of art institutions in the legitimization, evaluation, and circulation of art; 4. Analyse the relationship between art, politics, identity, and power; 5. Evaluate the role of the public, community, and media in the understanding of art; 6. Use basic sociological concepts for the analysis of artistic practices; 7. Draft a sociological analysis of a case/art project using argumentation and examples. <p>Course content</p> <ul style="list-style-type: none"> • Sociology and art • Art and society 										

- *Art institutions*
- *Audience and art*
- *Culture and identity*
- *Art and politics*
- *Sociological analysis of artistic practices*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, case analysis, discussions, and analytical assignments.

Relation to the Program

This course supports critical understanding of contemporary art and connects with art theory, aesthetics, and public art.

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8.	C	II	10B11S34103	FREELANCE PRACTICE IN VISUAL ART	3	0	3	2	4	2416
<p>Course Description</p> <p><i>This course focuses on the development of independent artistic practice, guiding students toward the creation of individual projects based on their personal interests, research, and approaches. It treats the creative process as a self-directed activity, emphasizing responsibility, discipline, and critical reflection.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to strengthen students' artistic autonomy by supporting the development of a sustainable and self-aware visual art practice.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Develop independent artistic projects based on personal interests.</i> 2. <i>Plan and manage the creative process autonomously.</i> 3. <i>Integrate theoretical research with artistic practice.</i> 4. <i>Critically reflect on their own artistic development.</i> 5. <i>Document the process and outcomes of artistic practice.</i> 										

6. *Make informed conceptual and formal decisions.*
7. *Present artistic projects in a professional manner.*

Course content

- *Independent artistic practice*
- *Idea and concept development*
- *Artistic research*
- *Creative process and reflection*
- *Practice documentation*
- *Presentation of artistic work*
- *Individual visual art projects*

Teaching and Learning Methods

Teaching is conducted through individual mentoring, critical discussions, periodic presentations, and independent studio work.

Relation to the Program

This course integrates knowledge and skills acquired in practical and theoretical courses and prepares students for advanced projects, exhibitions, and professional development in visual art.

9.	E	II		COURSE 1	2	0	2	2	4	
10.	E	II		COURSE 2	2	0	2	2	4	
N.N.	C	II	10B11S34257	INTERNSHIP II	50 Hrs/Sem			2	4	2449
Additional Information on Student Support and Engagement										
N.N.	STUDIO / (Technical Support for Students)				8 Hours/Daily					
Total:					27	3	30	30	60	

YEAR III - SEMESTRI V – VI

(10 Courses per Year)

8 Compulsory Courses (C) + 1 Artistic Elective Course (E) +1 Theoretical Elective Course (E)

NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	C	III	10B11S56112	ADVANCED STUDIO CONCEPTUAL ART AND NEW MEDIA	4	3	7	6	12	2469
<p>Course Description</p> <p><i>This course is focused on intensive studio practice and the development of advanced conceptual projects within contemporary art. It emphasizes artistic research, experimentation with various media, and critical articulation of the creative process. Students work independently on self-directed projects that integrate concept, medium, and context into coherent and conceptually rigorous artworks.</i></p> <p>Course objective</p> <p><i>The objective of this course is to support the development of independent, advanced-level artistic practice by strengthening students' ability to conceptualize, realize, and critically articulate complex projects in conceptual art and new media.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Develop advanced conceptual projects with a high level of artistic independence;</i> <i>2. Integrate theoretical research and artistic practice within the creative process;</i> <i>3. Apply diverse media as integral and meaningful components of the artistic concept;</i> 										

4. Critically analyse the creative process and the development of the artwork;
5. Clearly articulate and justify the concept, process, and final outcome of the realised projects;
6. Evaluate the relationship between concept, media, and context in contemporary art;
7. Present artistic work professionally in academic and public contexts.

Course Content

- Advanced studio practice
- Artistic research and concept development
- Expanded media and formal experimentation
- Creative process and critical reflection
- Professional documentation of artworks
- Project presentation and critique
- Ethics and responsibility in artistic practice

Teaching and Learning Methods

Teaching is conducted through intensive studio work, individual consultations, regular group critiques, and public presentations of projects. Emphasis is placed on independent research, process-based practice, and the development of a personal artistic language.

Relation to the Program

This course represents a key component of the advanced phase of the program and prepares students for final projects, professional portfolio development, and entry into contemporary artistic practice.



2.	C	III	10B11S56113	INSTALLATION ART: INTERMEDIATE LEVEL	3	2	5	4	8	2470
<p>Course Description</p> <p>This course builds upon foundational knowledge of installation art and focuses on the development of intermediate-level installation projects, with particular emphasis on concept, spatial narrative, and the relationship between artwork and audience. Students deepen their ability to treat space as an integral component of the artwork and to construct more structured and conceptually grounded installations.</p> <p>Course Objectives</p>										

The objective of this course is to develop students' ability to realize more complex installation works by integrating concept, material, space, and audience experience into a coherent artistic whole.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse installation as a contemporary artistic practice, taking into account concept, space, and audience experience.*
- 2. Develop intermediate-level installation projects based on structured and well-argued ideas.*
- 3. Establish clear relationships between the artwork, space, and the body within the process of creating installations.*
- 4. Create spatial narratives through the organization of material and conceptual elements.*
- 5. Use diverse materials and media in a purposeful and artistically justified manner.*
- 6. Evaluate the role of the audience and its interaction with the artwork within installation practice.*
- 7. Document and present completed installations in a professional and well-structured manner.*

Course Content

- Installation as conceptual practice*
- Spatial narrative and structural composition*
- Relationship between object, space, and body*
- Materials and media in installation*
- Installation and audience experience*
- Site-specific practice and context*
- Documentation and presentation of installation work*

Teaching and Learning Methods

Teaching is conducted through studio-based practice, thematic lectures, analysis of contemporary works, group critiques, and the development of individual and group projects. Students engage in installation projects with a strong conceptual and spatial focus.

Relation to the Program

This course prepares students for advanced courses in installation art, interactive media, and interdisciplinary practices by strengthening previously acquired spatial and conceptual competencies

3.	C	III	10B11S56114	<p style="text-align: center;">ADVANCED VIDEO ART AND CINEMATIC TECHNIQUES</p>	2	2	4	3	6	2471
<p>Course Description</p> <p><i>This course focuses on the advanced integration of video art with cinematographic techniques, treating film language as a conceptual and artistic tool. Students explore the relationship between cinematographic aesthetics, visual structure, and artistic concept, developing video projects that combine experimental approaches with professional audiovisual production techniques.</i></p> <p>Course objective</p> <p><i>The aim of this course is to develop students' ability to apply cinematographic techniques critically and conceptually within video art, producing advanced projects with a high level of formal and artistic quality.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Analyse cinematographic language in relation to artistic concept within video art;</i> <i>2. Integrate cinematographic techniques into advanced-level video art projects;</i> <i>3. Employ lighting, framing, camera movement, and editing in a purposeful and well-argued manner;</i> <i>4. Develop video projects with advanced visual and conceptual structure;</i> <i>5. Evaluate the relationship between film aesthetics and experimental approaches in video art;</i> <i>6. Articulate and justify the creative process and formal decisions of video works;</i> <i>7. Present completed projects in professional, exhibition, and academic contexts.</i> <p>Core Course Content</p> <ul style="list-style-type: none"> <i>• Cinematographic language and video art</i> <i>• Framing, composition, and camera movement</i> <i>• Light and colour in video</i> <i>• Editing as a conceptual structure</i> <i>• The relationship between narrative and experimentation</i> <i>• Video art and film aesthetics</i> <i>• Presentation and documentation of advanced video projects</i> 										

Teaching and Learning Methods

Teaching is delivered through advanced lectures, intensive studio work, analysis of film and video art works, professional critiques, and individual projects. Students develop video projects that meet high conceptual and technical standards.

Relation to the Program

This course represents an advanced stage of video art studies and prepares students for final projects, professional audiovisual practice, and interdisciplinary approaches in contemporary art.



4.	C	III	10B11S56115	LIGHT, SOUND AND SCULPTURE	2	0	4	3	6	2472
<p>Course Description</p> <p>This course explores the interaction of light, sound, and sculpture as integral components of contemporary spatial and sensory practices. Sculpture is approached as an expanded structure that incorporates visual and auditory experience, examining how light and sound transform form, space, and the perception of the artwork.</p> <p>Course Objectives</p> <p>The objective of this course is to develop students' ability to use light and sound as conceptual and structural elements in sculpture, creating works that activate space and engage the audience in direct sensory experience.</p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none">1. Explain the role of light and sound in transforming the form and perception of an artwork.2. Analyse the relationship between the object, space, and sensory elements within sculptural practice.3. Develop concepts for projects that integrate light and sound as integral components of the artwork.4. Experiment with perception, rhythm, and spatial atmosphere through the use of light and sound.5. Integrate visual and auditory elements in the creation of contemporary spatial artworks.6. Evaluate the audience's experience in relation to the realized sensory artwork.										

7. Document and present completed works in a professional and well-structured manner.

Course Content

- Light as material and sculptural element
- Sound and vibration in space
- Sculpture as sensory experience
- Relationship between form, light, and sound
- Space, perception, and audience
- Sculptural installations with light and sound
- Documentation and presentation of sensory works

Teaching and Learning Methods

Teaching is conducted through thematic lectures, studio-based practice, experimentation with light and sound, analysis of contemporary works, and group critiques. Students develop individual or group projects with a strong spatial and sensory focus.

Relation to the Program

This course expands sculptural practice toward installation, new media, and sensory art, directly connecting with conceptual art, installation, and interdisciplinary contemporary practices.



5.	C	III	10B11S56116	READYMADE ART				2	0	2	2	4	2473
				<p>Course Description</p> <p>This course examines the concept of the ready-made as a foundational practice in conceptual art and contemporary critique. It focuses on the shift from artistically produced objects to everyday objects that become artworks through context, selection, and conceptual framing. Students analyse the historical, theoretical, and practical dimensions of the ready-made and apply this approach in artistic projects.</p> <p>Course Objectives</p> <p>The objective of this course is to develop a critical understanding of objecthood, authorship, and context in art, guiding students toward the use of the ready-made as a conceptual and critical tool.</p>									

Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Explain the historical and theoretical principles of ready-made art within the context of contemporary art.
2. Analyse the role of the everyday object, authorship, and context in the construction of the artwork.
3. Evaluate the shift of artistic meaning from formal production toward selection and concept.
4. Conceptualize artistic projects using the ready-made as a critical and conceptual tool.
5. Use everyday objects purposefully to construct an artistic and conceptual argument.
6. Justify the idea, context, and positioning of the artwork created through the ready-made.
7. Document and present the completed work in a professional and well-structured manner.

Course Content

- The ready-made in the history of contemporary art
- The everyday object as artwork
- Authorship, selection, and context
- Ready-made and institutional critique
- The relationship between art, society, and consumption
- Conceptual strategies of ready-made practice
- Documentation and presentation of ready-made works

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of historical and contemporary works, conceptual exercises, and practical projects. Students develop ready-made works grounded in ideas, context, and critical reflection.

Relation to the Program

This course strengthens the foundations of conceptual and critical thinking within the program and directly relates to conceptual art, installation, performance, and interdisciplinary contemporary practices.

6.	C	III	10B11S56104	THEORY OF VISUAL ART	2	0	2	2	4	2424

Course Description

This course examines key concepts and theories related to visual art, analysing methods of interpretation, perception, and meaning. It provides theoretical tools for critical analysis and aesthetic reflection.

Course Objectives

The objective of this course is to develop students' ability to analyse and interpret visual art through theoretical and critical approaches.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Define the basic concepts of visual art theory (form, content, meaning, perception);*
- 2. Explain major approaches to interpreting art and the differences between them;*
- 3. Apply theoretical concepts to the analysis and interpretation of visual works (by others and/or one's own);*
- 4. Use theoretical terminology accurately in writing and discussion;*
- 5. Analyse the relationship between formal elements and the meanings produced in a work;*
- 6. Construct a structured critical argument about a specific work or theoretical topic;*
- 7. Connect theory with artistic practice through analytical reflection and case studies.*

Course content

- Art theory and interpretation*
- Visual perception*
- Form, content, and meaning*
- Visual semiotics*
- Art criticism*
- Contemporary theoretical approaches*
- Theoretical analysis of visual artworks*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, text analysis, critical discussions, and analytical assignments.

Relation to the Program

This course strengthens the theoretical foundation of the program and supports students' critical and conceptual development in visual art.



7.	C	III	10B11S56105	<p align="center">THE ART OF CREATIVE MANAGEMENT: FROM IDEA TO EXECUTION</p>	2	0	2	2	4	2425	
				<p>Course Description</p> <p>This course focuses on creative management as a process that connects artistic ideas with practical realization. It analyses strategies for developing, organizing, and implementing creative projects within artistic and cultural contexts.</p> <p>Course Objectives</p> <p>The objective of this course is to develop students' ability to manage creative processes and transform artistic ideas into realizable projects.</p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Define the principles and basic concepts of creative management in the cultural/artistic sector; 2. Transform an idea into a project concept with objectives and expected outcomes; 3. Draft an implementation plan (work structure, roles, timelines, deliverables) for a creative project; 4. Manage collaboration and team communication during project implementation; 5. Evaluate resources (human, financial, technical) and implementation constraints; 6. Monitor progress and adjust the plan as needed (risks, changes); 7. Evaluate and report project results in relation to objectives and audience. <p>Course content</p>							

- *Creative management as practice*
- *From idea to project*
- *Organization and planning*
- *Collaboration and teamwork*
- *Resource management*
- *Project implementation and evaluation*
- *Case studies*

Teaching and Learning Methods

Teaching is conducted through case studies, practical projects, discussions, and mentoring.

Relation to the Program

This course connects with creative writing, professional practice, and career development in art and design.

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8.	C	III	10B11S56106	AESTHETICS OF ART	2	0	2	2	4	2426
<p>Course Description</p> <p><i>This course examines aesthetics as a philosophical discipline concerned with the nature of aesthetic experience, beauty, taste, and artistic values. It analyses how artworks are experienced, understood, and evaluated across different historical and cultural contexts.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to understand and interpret aesthetic experience and criteria for evaluating art through theoretical and philosophical approaches.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Define basic concepts of aesthetics (beauty, taste, aesthetic judgment, value);</i> 2. <i>Explain major models of aesthetic experience and the evaluation of art;</i> 3. <i>Compare classical and contemporary approaches in aesthetics and their implications;</i> 										

4. Analyse the relationship between form, content, and aesthetic experience;
5. Apply aesthetic concepts in the analysis of artworks (with specific examples);
6. Construct a critical argument about criteria for evaluating art in different contexts;
7. Formulate a structured reflection on artistic values and the role of aesthetics in practice.

Course content

- Aesthetics as a philosophical discipline
- Beauty and aesthetic experience
- Taste and aesthetic judgment
- Aesthetics and art
- Artistic values
- Classical and contemporary approaches to aesthetics
- Aesthetic analysis of artworks

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of philosophical texts, discussions, and reflective assignments.

Relation to the Program

This course supports the theoretical and philosophical foundation of the program and connects with art theory, philosophy of art, and critical practices.

9.	E	III		COURSE 1	3	0	3	3	6	
10.	E	III		COURES 2	2	0	2	2	4	
N.N.	C	I	10B11S56357	INTERNSHIP III	50 Hrs/Sem			2	4	2450
Additional Information on Student Support and Engagement										
N.N.	STUDIO / (Technical Support for Students)				8 Hours/Daily					
Total:					27	3	30	30	60	

YEAR IV – SEMESTER VII – VIII

(10 COURSES PER YEAR)

8 Compulsory Courses (C) + 1 Artistic Elective Course (E) + 1 Theoretical Elective Course (E)

NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	C	IV	10B11S78121	PORTFOLIO DEVELOPMENT AND PROFESSIONAL PRACTICES IN CONCEPTUAL ART AND NEW MEDIA	4	2	6	6	12	2474
				<p>Course Description</p> <p><i>This course focuses on the development of a professional portfolio in the field of conceptual art and new media. It addresses the selection, structuring, and presentation of artistic work, as well as preparation for professional contexts such as exhibitions, applications, artist residencies, and professional practice. Emphasis is placed on articulating artistic identity and translating creative practice into professional presentation formats.</i></p> <p>Course objective</p> <p><i>The objective of this course is to prepare students for sustainable entry into the professional field of contemporary art by developing their ability to build a structured portfolio, present their artistic work professionally, and understand the institutional and ethical contexts of artistic practice.</i></p> <p>Learning Outcomes</p> <p><i>Upon successful completion of the course, the student will be able to:</i></p>						

1. Construct and structure a professional portfolio in the field of conceptual art and new media;
2. Select and organise artistic works for the purpose of professional presentation;
3. Clearly articulate personal artistic identity and practice through written texts and presentations;
4. Prepare professional materials for applications, exhibitions, residencies, and artistic projects;
5. Analyse institutional and professional contexts of contemporary artistic practice;
6. Apply ethical and professional standards in the presentation and communication of artistic work;
7. Present and defend the portfolio and personal artistic work in academic and professional contexts.

Course Content

- Artistic portfolio: selection and structuring of works
- Artist statement and professional biography
- Visual and textual documentation of artworks
- Presentation of work in exhibitions and digital platforms
- Applications for exhibitions, residencies, and projects
- Professional practice and collaborations
- Ethics and professional responsibility in art
- Positioning the artist within the contemporary art context

Teaching and Learning Methods

Teaching is conducted through practical work, portfolio reviews, individual mentoring, critical discussions, and public presentations. Students progressively develop their portfolios and professional materials while reflecting on their artistic practice and identity.

Relation to the Program

This course connects academic study with professional practice and prepares students for the final stages of the program, portfolio completion, and integration into the contemporary art field.



2.	C	IV	10B11S78122	PERFORMANCE ART					3	0	3	4	8	2475
				<p>Course Description</p> <p>This course examines performance as a conceptual artistic medium in which the body, time, action, and physical presence become the core elements of the artwork. The course focuses on performance as a critical</p>										

and interdisciplinary practice, analysing the relationship between the artist, action, space, and audience, as well as the role of documentation in preserving and communicating performative works.

Course Objectives

The objective of this course is to develop both theoretical and practical understanding of performance art in contemporary practice, guiding students toward the conception and realization of performative works grounded in conceptual, reflective, and critical approaches.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Explain the fundamental principles of performance art within contemporary art.*
- 2. Analyse performance as a conceptual and interdisciplinary artistic practice.*
- 3. Conceptualize performative actions based on clear artistic ideas.*
- 4. Use the body, time, and space as expressive elements within performative works.*
- 5. Realize performances that establish direct relationships with the audience.*
- 6. Evaluate the role of documentation in preserving and communicating performance art.*
- 7. Document and present performative works within artistic and academic contexts.*

Course Content

- Performance in contemporary art*
- The body as artistic medium*
- Time, action, and presence*
- Relationship between performance and audience*
- Performance, installation, and media*
- Documentation of performance (video, photography, text)*
- Ethics and responsibility in performance art*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of historical and contemporary performances, practical exercises, development of performative actions, and group critiques. Students work on individual or group projects with strong emphasis on concept, process, and critical reflection.

Relation to the Program

This course expands the program's conceptual and interdisciplinary practices and directly connects with conceptual art, installation, new media, and contemporary performance practices.



3.	C	IV	10B11S78142	MULTIMEDIA DIRECTING	4	0	4	3	6	2509
<p>Course Description</p> <p><i>This course focuses on the conceptualization, planning, and artistic direction of multimedia projects that integrate image, sound, space, movement, and technology. Direction is approached as both a conceptual and organizational process that structures artistic experience by coordinating diverse media elements into a coherent and meaningful whole.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to think and act as multimedia directors, guiding complex projects from initial concept through realization and final presentation.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Explain the role of directing as a conceptual and organizational process within multimedia projects.</i> <i>2. Conceptualize multimedia projects by developing a clear and coherent artistic idea.</i> <i>3. Structure the relationship between image, sound, space, and movement in support of the artistic experience.</i> <i>4. Plan the creative process and the stages involved in the realization of a multimedia project.</i> <i>5. Coordinate diverse media elements into a unified and meaningful whole.</i> <i>6. Make well-argued artistic decisions at both conceptual and organizational levels throughout the working process.</i> <i>7. Present and defend the multimedia project within academic, professional, and public contexts.</i> <p>Course Content</p> <ul style="list-style-type: none"> <i>• Direction as conceptual practice</i> <i>• Multimedia structure and narrative</i> <i>• Relationship between media, space, and audience</i> 										

- *Coordination of image, sound, light, and movement*
- *Project planning and organization*
- *Role of direction in installation, performance, and interactive media*
- *Presentation and documentation of multimedia projects*

Teaching and Learning Methods

Teaching is conducted through thematic lectures, analysis of contemporary multimedia projects, studio-based practice, development of individual or group projects, and professional critiques. Students engage in the full directorial process of a multimedia artwork.

Relation to the Program

This course represents a culmination of the program’s interdisciplinary practices and directly connects with conceptual art, installation, video art, performance, and new media, preparing students for final projects and complex professional practices.



4.	C	IV	10B11S78124	<p align="center"><i>INTERACTIVE MEDIA AND INSTALLATION: ADVANCED TECHNIQUES</i></p>	3	0	3	2	4	2477
				<p><i>Course Description</i></p> <p><i>This course focuses on the integration of interactive media and contemporary technologies into installation art, emphasizing the relationship between concept, technology, and audience experience. Students explore advanced forms of interaction in which artworks respond to presence, movement, sound, or viewer actions, transforming the audience into active participants in the artwork.</i></p> <p><i>Course Objectives</i></p> <p><i>The objective of this course is to develop students’ ability to use interactive media and digital technologies as conceptual and structural elements in contemporary installation art, enabling the creation of complex works and advanced artistic experiences.</i></p> <p><i>Learning Outcomes</i></p> <p><i>Upon successful completion of the course, the student will be able to:</i></p>						

1. *Conceptualize and realize advanced-level interactive installations based on clear and well-structured ideas.*
2. *Integrate digital technologies as an integral component of the artistic concept, rather than merely as technical tools.*
3. *Analyse the relationship between the artwork, the audience, and space within interactive installations.*
4. *Use interactive systems and tools in a creative and purposeful manner within the artistic process.*
5. *Develop forms of interaction that actively engage and enhance the audience's experience within the artwork.*
6. *Evaluate the impact of technology on the aesthetic and conceptual experience of the artwork.*
7. *Document and present interactive projects in a professional, well-structured, and well-argued manner.*

Course Content

- *Interactive media in contemporary art*
- *Interactive installation and audience experience*
- *Digital technologies as conceptual tools*
- *Sensors, responsiveness, and interaction*
- *Space, body, and technology*
- *Narrative and structure in interactive installations*
- *Documentation and presentation of interactive works*

Teaching and Learning Methods

Teaching is conducted through thematic lectures, intensive studio work, experimentation with interactive technologies, analysis of contemporary artworks, and group critiques. Students develop individual or group interactive projects with strong conceptual and technical focus.

Relation to the Program

This course expands installation art toward digital and interactive media and prepares students for advanced studies in new media, digital art, and interdisciplinary contemporary practices.

5.	C	IV	10B01S78105	THEORY OF CONTEMPORARY ART	2	0	2	2	4	2430

Course Description

This course focuses on key theories and discourses of contemporary art, analysing conceptual, social, and political shifts in artistic practices since the mid-twentieth century.

Course Objectives

The objective of this course is to enable students to understand and interpret contemporary art through current theoretical and critical frameworks.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Describe key theories and discourses of contemporary art after the mid-twentieth century;*
- 2. Explain the transition from modernism to postmodernism and its impacts on artistic practice;*
- 3. Analyse contemporary practices (e.g., installation, performance, conceptual art, new media) through theoretical frameworks;*
- 4. Interpret art within social, political, and cultural contexts using specific examples;*
- 5. Evaluate the role of art institutions and institutional critique in the production/circulation of art;*
- 6. Use contemporary terminology of art theory and criticism correctly;*
- 7. Draft an argued critical analysis of a contemporary work/practice based on sources.*

Course content

- From modernism to the contemporary*
- Postmodernism*
- Art institutions and institutional critique*
- Identity, politics, and art*
- New media and contemporary theory*
- Globalization and art*
- Analysis of contemporary practices*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, analysis of critical texts, discussions, and analytical assignments.

Relation to the Program

This course is essential for understanding contemporary art and supports students' conceptual and critical development within the program.

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6.	C	IV	10B01S78106	PHILOSOPHY OF ART						2	0	2	2	4	2431
				<p>Course Description</p> <p><i>This course focuses on fundamental philosophical questions related to art, examining the nature of artworks, the role of the artist, the meaning of art, and its relationship with reality, ethics, and society.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to analyse art through philosophical thinking and to construct critical arguments about the meaning and function of art.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"><i>1. Identify the main issues in the philosophy of art (the definition of art, authorship, interpretation);</i><i>2. Explain major philosophical positions on the nature and function of art;</i><i>3. Compare philosophical theories of art and their fundamental arguments;</i><i>4. Analyse the relationship between art and reality and the issue of representation;</i><i>5. Discuss the links between art, ethics, society, and cultural responsibility;</i><i>6. Construct a structured argument (premises–counterargument–conclusion) on a specific debate;</i><i>7. Apply philosophical thinking to the interpretation of contemporary art practices.</i> <p>Course content</p> <ul style="list-style-type: none"><i>• What is art?</i><i>• The role of the artist</i><i>• Art and reality</i><i>• Art, ethics, and society</i>											

- *Philosophical theories of art*
- *Contemporary debates in philosophy of art*
- *Philosophical analysis of artworks*

Teaching and Learning Methods

Teaching is conducted through lectures, analysis of philosophical texts, discussions, and argumentative assignments.

Relation to the Program

This course strengthens the philosophical and critical dimension of the program and connects with aesthetics, art theory, and contemporary art.

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7.	C	IV	10B01S78108	ACADEMIC WRITING AND CRITICAL THINKING IN ART	2	0	2	2	4	2433
<p>Course Description</p> <p><i>This course focuses on the development of academic writing and critical thinking within the context of visual art. It addresses analysis, argumentation, and academic text structure, enabling students to articulate theoretical and critical ideas about art clearly and convincingly.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to write academic and critical texts on art, strengthening analysis, argumentation, and the use of theoretical sources.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Explain the principles of academic writing in the field of art (structure, style, argumentation);</i> 2. <i>Analyse theoretical/critical sources and extract relevant theses, concepts, and quotations;</i> 3. <i>Formulate research questions and a clear thesis on an art-related topic;</i> 4. <i>Construct critical arguments supported by evidence, examples, and literature;</i> 										

5. Draft an academic essay/paper with coherence, logic, and formal language;
6. Apply citation and referencing standards accurately according to the required style;
7. Revise and improve writing through feedback, self-editing, and academic criteria.

Course content

- Academic writing in art
- Critical thinking and analysis
- Argumentation and text structure
- Use of sources and references
- Citation styles
- Critical reading
- Practical writing exercises

Teaching and Learning Methods

Teaching is conducted through text analysis, writing exercises, critical discussions, and individual mentoring.

Relation to the Program

This course supports the theoretical and research foundation of the program and connects with art theory, aesthetics, and contemporary art studies.

8.	C	IV	10B01S78109	DIPLOMA PROJECT - EXHIBITION			2	0	2	3	6	2434
9.	E	IV		COURSE 1			2	0	2	2	4	
10.	E	IV		COURSE 2			2	0	2	2	4	
N.N.	C	IV	10B11S78457	INTERNSHIP IV			50 Hrs/Sem		2	4	2451	
Additional Information on Student Support and Engagement												
N.N.	STUDIO / (Technical Support for Students)						8 Hours/Daily					

Total:	28	2	30	30	60	
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TABLE B.

YEAR II – III - IV											
ELECTIVE ARTISTIC COURSE											
<i>(One course per year during the Second, Third, and Fourth Year of Study)</i>											
ELECTIVE ARTISTIC COURSES – APPLICABLE TO ALL SPECIALIZATIONS											
NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID	
1.	E	II/III/IV	10B01S34570	3D MODELLING AND RENDERING	2	0	2	2	4	2512	
				<p>Course Description</p> <p><i>This course explores three-dimensional modelling and rendering as essential tools for creation and visualization in contemporary art and digital design. It focuses on building virtual objects and spaces, applying digital materials, lighting, and producing visual renderings with artistic or conceptual intent.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' technical and creative skills in 3D modelling and rendering for artistic and interdisciplinary use.</i></p> <p>Learning Outcomes</p>							

Upon completion, the student will be able to:

1. Create basic three-dimensional models in accordance with project requirements;
2. Create advanced three-dimensional models with stable structure and detail;
3. Apply digital materials and textures for different surfaces;
4. Use digital lighting to build atmosphere and visual legibility;
5. Produce renderings of a quality suitable for artistic or conceptual presentation;
6. Understand and apply the relationship between form, space, and light in a 3d scene;
7. Present 3d projects professionally with basic process documentation.

Course content

- Fundamentals of 3D modelling
- Digital geometry and form
- Materials and textures
- Lighting and rendering
- Practical 3D projects

Teaching and Learning Methods

Digital studio practice, technical demonstrations, and individual projects.

Relation to the Study Program

The course is related to animation, digital art, design, and architecture.

2.	E	II/III/IV	10B01S34571	ANIMATION BASICS FOR VISUAL ARTISTS	2	0	2	2	4	2513
				Course Description						
				<i>This course introduces animation as an expressive tool for visual artists. It focuses on the basic principles of movement, time, rhythm, and visual sequencing, approaching animation as an artistic and conceptual medium.</i>						
				Course Objective						

The objective of the course is to provide students with foundational animation knowledge applicable to visual art practices.

Learning Outcomes

Upon completion, the student will be able to:

- 1. Understand fundamental principles of animation (movement, time, rhythm, sequence);*
- 2. Plan a simple animated sequence through sketching and storyboarding;*
- 3. Create simple animated sequences using analogy and/or digital tools;*
- 4. Use movement as an expressive element in constructing visual meaning;*
- 5. Apply timing and rhythm to structure the flow of a sequence;*
- 6. Integrate animation into visual projects in accordance with the concept;*
- 7. Present animation work in a structured and reasoned manner.*

Course content

- Principles of animation*
- Time, rhythm, and movement*
- Analog and digital animation*
- Practical animation exercises*

Teaching and Learning Methods

Studio-based practice, technical demonstrations, and group critiques.

Relation to the Study Program

The course provides a foundation for animation, video art, and time-based media.

3.	<i>E</i>	<i>II/III/IV</i>	<i>10B01S34572</i>	<i>ART AND IDEAS: THEORY OF CONCEPTUAL ART</i>	<i>2</i>	<i>0</i>	<i>2</i>	<i>2</i>	<i>4</i>	<i>2514</i>
				<i>Course Description</i>						

This course examines conceptual art as a theoretical and artistic approach, emphasizing the role of the idea as the core element of the artwork. It analyses the historical development of conceptual art and its impact on contemporary practices.

Course Objective

The objective of the course is to develop students' conceptual and critical thinking in art.

Learning Outcomes

Upon completion, the student will be able to:

- 1. Understand the main theories of conceptual art and the role of the idea as a central element;*
- 2. Explain the historical development of conceptual art and its key contexts;*
- 3. Analyse conceptual works by identifying strategies, materials, and forms;*
- 4. Interpret the relationship between concept, documentation, and the presentation of the work;*
- 5. Develop art projects grounded in ideas and process;*
- 6. Justify the conceptual position of one's work in a structured manner;*
- 7. Use writing and documentation as an integral part of conceptual practice.*

Course content

- History of conceptual art*
- The idea as artwork*
- Documentation and text*
- Contemporary conceptual practices*

Teaching and Learning Methods

Lectures, critical analysis, and conceptual projects.

Relation to the Study Program

The course is fundamental to contemporary artistic practice.

4.	E	II/III/IV	10B01S34573	ART AND TECHNOLOGY: THEORY AND APPLICATIONS	2	0	2	2	4	2515

Course Description

This course explores the relationship between art and technology, examining the impact of technological tools on contemporary artistic creation. It focuses on both theoretical perspectives and practical applications of technology as an artistic medium.

Course Objective

The objective of the course is to develop theoretical understanding and practical competence in the use of technology within artistic practice.

Learning Outcomes

Upon completion of the course, the student will be able to:

- 1. Analyse the relationship between art and technology in historical and contemporary contexts;*
- 2. Analyse technology-based art by identifying key media and strategies;*
- 3. Use technology as a medium and creative tool in the artistic process;*
- 4. Apply technological tools purposefully for artistic production;*
- 5. Develop art projects through technology with a clear concept;*
- 6. Evaluate the impact of technology on aesthetic experience and on the communication of the work;*
- 7. Present technology-based projects with theoretical and practical justification.*

Course content

- Digital and technological art*
- Media and technology*
- Interactive and experimental practices*
- Technology-based art projects*

Teaching and Learning Methods

Lectures, practical studio work, experimental projects, and critical discussion.

Relation to the Study Program

The course is connected to digital art, new media, and interdisciplinary artistic practices.

5.	E	II/III/IV	10B01S34574	<p style="text-align: center;">BASICS OF DIGITAL PAINTING</p> <p>Course Description</p> <p><i>This course introduces digital painting as an extension of traditional painting practice. It focuses on digital tools, techniques, and workflows used to create painterly imagery in a digital environment.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' foundational skills in digital painting for artistic and illustrative purposes.</i></p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Use digital painting tools and software to create painterly images; 2. Apply principles of colour, light, and composition in a digital environment; 3. Use digital brushes and textures for surface and visual treatment; 4. Develop digital painting works from idea to final execution; 5. Integrate traditional painting skills into digital practice; 6. Organize files, layers, and workflow in a structured manner; 7. Present digital work professionally in an appropriate format. <p>Course content</p> <ul style="list-style-type: none"> • Digital painting tools and interfaces • Colour and light in digital environments • Brush techniques and textures • Digital painting projects <p>Teaching and Learning Methods</p> <p><i>Digital studio practice, demonstrations, and individual assignments.</i></p> <p>Relation to the Study Program</p>	2	0	2	2	4	2516
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The course supports digital art, illustration, and contemporary visual practice.

6.	E	II/III/IV	10B01S34575	DESIGN AND ILLUSTRATION	2	0	2	2	4	2517
				Course Description						
				<i>This course examines illustration as a form of visual communication and design. It focuses on image-making, visual storytelling, and the integration of illustration within design contexts.</i>						
				Course Objective						
				<i>The objective of the course is to develop students' creative and technical skills in illustration and visual design.</i>						
				Learning Outcomes						
				Upon completion of the course, the student will be able to:						
				<ol style="list-style-type: none">1. Create illustrations with a communicative function for different themes and audiences;2. Apply basic visual design principles in composition, hierarchy, and rhythm;3. Develop visual narrative through illustration and the structuring of images;4. Combine illustration with design elements (typography, layout, form);5. Adapt illustrative style according to context of use and the brief;6. Develop illustration and design projects from concept to final presentation;7. Present illustrative projects professionally with visual justification.						
				Course content						
				<ul style="list-style-type: none">• Illustration fundamentals• Visual communication and storytelling• Design principles• Illustration projects						
				Teaching and Learning Methods						
				<i>Studio work, guided exercises, project development, and critiques.</i>						

Relation to the Study Program

The course is related to visual communication, graphic design, and contemporary illustration practice.

7.	E	II/III/IV	10B01S34576	ENVIRONMENTAL AND INSTALLATION ART	2	0	2	2	4	2518
<p>Course Description</p> <p><i>This course explores environmental art and installation as spatial and conceptual artistic practices. It focuses on the relationship between artwork, space, environment, and audience.</i></p> <p>Course Objective</p> <p><i>The aim of the course is to understand and analyse students' knowledge of space as an artistic medium and to encourage the creation of site-specific and conceptual works.</i></p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"><i>1. Analyse environmental art and installation practices in contemporary contexts;</i><i>2. Develop spatial artistic concepts connected to environment and audience;</i><i>3. Work with space and context to construct site-specific meaning;</i><i>4. Select appropriate materials and structures for installation;</i><i>5. Create installation projects from idea to spatial realization;</i><i>6. Document the process and outcome of an installation at a basic level;</i><i>7. Present installation works professionally.</i> <p>Course content</p> <ul style="list-style-type: none"><i>• Environmental art</i><i>• Installation art</i><i>• Space, site, and context</i><i>• Installation projects</i> <p>Teaching and Learning Methods</p>										

Studio-based projects, spatial experimentation, and critiques.

Relation to the Study Program

The course is connected to contemporary art practice, installation, and spatial arts.

8.	E	II/III/IV	10B01S34577	<i>EXPERIMENTAL CONCEPTS IN THEATRE, FILM AND TV</i>	2	0	2	2	4	2519
<p><i>Course Description</i></p> <p><i>This course explores experimental and interdisciplinary approaches in theatre, film, and television. It examines alternative narrative structures, visual language, and performative concepts across media.</i></p> <p><i>Course Objective</i></p> <p><i>The objective of the course is to develop experimental thinking and interdisciplinary creativity in audiovisual and performative contexts.</i></p> <p><i>Learning Outcomes</i></p> <p><i>Upon completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"><i>1. Analyse experimental stage and audiovisual forms in theatre, film, and TV;</i><i>2. Identify alternative narrative structures and expressive strategies;</i><i>3. Analyse visual and performative language in intermedial practices;</i><i>4. Develop interdisciplinary concepts for stage and/or audiovisual projects;</i><i>5. Apply alternative narrative approaches in project construction;</i><i>6. Create experimental projects that combine media and expressive forms;</i><i>7. Reflect critically on media practices and on one's own outcomes.</i> <p><i>Course content</i></p> <ul style="list-style-type: none"><i>• Experimental performance and narrative</i><i>• Visual language across media</i><i>• Interdisciplinary practices</i><i>• Experimental projects</i>										

				<p>Teaching and Learning Methods</p> <p><i>Lectures, screenings, creative projects, and critical discussions.</i></p> <p>Relation to the Study Program</p> <p><i>The course supports interdisciplinary artistic practice across visual and performing arts.</i></p>									
9.	E	II/III/IV	10B01S34578	INTERIOR DESIGN				2	0	2	2	4	2520
				<p>Course Description</p> <p><i>This course introduces the basic principles of interior design, focusing on spatial organization, functionality, aesthetics, and human experience within interior environments.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' understanding of interior space design from both functional and artistic perspectives.</i></p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Analyse interior spaces in relation to function, circulation, and the user;</i> <i>2. Apply basic design principles in spatial organization and aesthetics;</i> <i>3. Develop interior design concepts with purpose and coherence;</i> <i>4. Use materials, lighting, and colour to support spatial experience;</i> <i>5. Integrate basic ergonomics principles into interior solutions;</i> <i>6. Develop interior design projects from analysis to proposed solutions;</i> <i>7. Present interior projects professionally with basic visualization.</i> <p>Course content</p> <ul style="list-style-type: none"> <i>• Principles of interior design</i> <i>• Space, function, and aesthetics</i> <i>• Materials and lighting</i> 									

- Interior design projects

Teaching and Learning Methods

Lectures, design exercises, project development, and critiques.

Relation to the Study Program

The course is related to design, architecture, and spatial art practices.

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10.	E	II/III/IV	10B01S34579	INTERSECTION OF ART AND ARCHITECTURE	2	0	2	2	4	2521
<p>Course Description</p> <p>This course examines the intersection of art and architecture, focusing on their shared spatial, conceptual, and aesthetic dimensions. It explores how artistic and architectural practices influence one another.</p> <p>Course Objective</p> <p>The objective of the course is to develop students' understanding of spatial thinking across art and architecture.</p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Analyse the interaction between art and architecture in spatial and aesthetic dimensions; 2. Interpret spatial concepts in relation to experience and perception; 3. Identify forms of interdisciplinary collaboration across different practices; 4. Analyse case studies where art and architecture mutually influence each other; 5. Develop interdisciplinary projects that combine art and architecture; 6. Justify aesthetic and conceptual approaches in spatial solutions; 7. Present projects with professional language and clear logic. <p>Course content</p> <ul style="list-style-type: none"> • Art and architectural space 										

				<ul style="list-style-type: none"> • <i>Spatial concepts</i> • <i>Interdisciplinary practices</i> • <i>Case studies</i> <p>Teaching and Learning Methods</p> <p><i>Lectures, spatial analysis, project work, and discussions.</i></p> <p>Relation to the Study Program</p> <p><i>The course is related to visual arts, architecture, and spatial design.</i></p>
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11.	E	II/III/IV	10B01S34580	MULTIMEDIA DIRECTING	2	0	2	2	4	2522
<p>Course Description</p> <p><i>This course focuses on artistic direction in multimedia projects. It examines the coordination of visual, audio, and interactive elements within complex media works.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' skills in conceptualizing and directing multimedia projects.</i></p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Conceptualize multimedia projects with clear structure and purpose;</i> 2. <i>Develop artistic and conceptual direction for multimedia content;</i> 3. <i>Direct visual and audiovisual elements in accordance with the concept;</i> 4. <i>Coordinate sound, visual, and interactive elements into a functional whole;</i> 5. <i>Manage creative processes at a basic level (roles, phases, deadlines);</i> 6. <i>Document the project process and key directorial decisions;</i> 7. <i>Present multimedia projects professionally.</i> 										

				<p>Course content</p> <ul style="list-style-type: none"> • <i>Multimedia concepts</i> • <i>Visual and audiovisual direction</i> • <i>Project coordination</i> • <i>Multimedia projects</i> <p>Teaching and Learning Methods</p> <p><i>Project-based learning, mentoring, and critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course supports multimedia, digital art, and interdisciplinary practices.</i></p>						
12.	E	II/III/IV	10B01S34581	PRINCIPLES OF VIDEO PRODUCTION	2	0	2	2	4	2523
				<p>Course Description</p> <p><i>This course introduces the technical and creative foundations of video production. It covers basic camera operation, sound, lighting, editing, and narrative structure.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to provide students with fundamental skills in video production for artistic and documentary purposes.</i></p> <p>Learning Outcomes</p> <p>Upon completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Use basic video equipment (camera, audio, lighting) functionally;</i> 2. <i>Carry out basic shooting while respecting framing and exposure;</i> 3. <i>Record basic sound and understand its role in video quality;</i> 4. <i>Perform basic editing and organize footage into meaningful sequences;</i> 5. <i>Apply principles of visual storytelling in the narrative structure of video;</i> 6. <i>Produce short videos with a clear concept (artistic and/or documentary);</i> 						

7. *Present video projects professionally in an appropriate format.*

Course content

- *Video production basics*
- *Camera, sound, and lighting*
- *Editing and post-production*
- *Video projects*

Teaching and Learning Methods

Practical workshops, demonstrations, and project-based learning.

Relation to the Study Program

The course provides a foundation for video art, film, and multimedia practice.

TABLE C.

YEAR II - III – IV										
ELECTIVE THEORETICAL COURSE <i>(One course per year during the Second, Third, and Fourth Year of Study)</i>										
ELECTIVE THEORETICAL COURSES – APPLICABLE TO ALL SPECIALIZATIONS										
NR.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	U	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	E	II/III/IV	10B01S34582	ART AND ARTIFICIAL INTELLIGENCE	2	0	2	2	4	2524
				<p>Course Description</p> <p><i>This course examines the relationship between contemporary art and artificial intelligence, focusing on the impact of algorithmic technologies on artistic creation, authorship, aesthetics, and artistic experience. Students are introduced to the basic concepts of artificial intelligence and its application in visual art practices, including generative imagery, interactive systems, and experimental artistic approaches.</i></p> <p><i>The course emphasizes the critical and creative use of artificial intelligence as an artistic tool, while simultaneously addressing the ethical, cultural, and conceptual implications of AI within contemporary art.</i></p> <p>Course Objective</p>						

The objective of this course is to develop students' theoretical understanding and practical skills in the use of artificial intelligence in art, and to encourage critical, experimental, and concept-driven approaches to technology as a creative medium.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the basic principles of artificial intelligence in the context of contemporary art;*
- 2. Evaluate the impact of AI on the creative process and the concept of artistic authorship;*
- 3. Apply artificial intelligence-based tools for visual creation;*
- 4. Integrate AI as a conceptual element within artistic projects;*
- 5. Analyse the ethical and cultural implications of the use of AI in art;*
- 6. Develop experimental artistic projects based on AI;*
- 7. Critically argue the artistic position of projects realized using AI.*

Course content

- Contemporary art and artificial intelligence*
- Algorithms as creative tools*
- Generative imagery and interactive systems*
- Authorship, ethics, and responsibility in AI-based art*
- Experimental artistic practices with AI*
- Individual AI-based art projects*

Teaching and Learning Methods

Teaching is conducted through theoretical lectures, studio-based practical work, technical demonstrations, critical analysis, and the development of individual artistic projects.

Relation to the Study Program

The course is directly related to visual arts, new media, digital art, and interdisciplinary contemporary practices, expanding students' conceptual and technological competencies.

2.	E	II/III/IV	10B01S34583	ART AND INTEGRATED XR	2	0	2	2	4	2525

Course Description

This course focuses on the exploration of extended reality (XR), including virtual reality (VR), augmented reality (AR), and mixed reality (MR), as creative tools and environments within contemporary art. Students are introduced to the basic technological and aesthetic principles of XR and its integration into visual and interactive art practices.

The course approaches XR as an experimental space for the creation of immersive artistic experiences, emphasizing the relationship between the body, space, technology, and visual perception.

Course Objective

The objective of this course is to develop students' conceptual and practical skills in the use of XR technologies for the creation of interactive and immersive artistic works.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the basic principles of VR, AR, and MR in the context of art;*
- 2. Interpret immersive experience as a form of contemporary artistic practice;*
- 3. Apply XR technologies in the creation of artistic works;*
- 4. Explore the relationship between virtual and physical space;*
- 5. Use XR as a narrative and conceptual tool;*
- 6. Develop interactive and immersive artistic projects;*
- 7. Present and critically justify XR projects in a professional manner.*

Course content

- XR in contemporary art*
- Virtual, augmented, and mixed reality*
- Immersive spaces and interaction*
- Body, perception, and technology*
- Digital installation and interactive experience*
- XR-based artistic projects*

Teaching and Learning Methods

			<p><i>Teaching is carried out through studio and digital laboratory work, technical demonstrations, experimental projects, and structured critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course contributes to the development of digital art, new media, installation, and interdisciplinary contemporary practices within the visual arts study program.</i></p>
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3.	<i>E</i>	<i>II/III/IV</i>	<i>10B01S34584</i>	ART MARKETING	2	0	2	2	4	2526
<p>Course Description</p> <p><i>This course examines the basic principles and practices of marketing within the context of art and cultural industries. It focuses on the promotion, management, and communication of artworks, artists, and cultural institutions in the contemporary art market. The course analyses the relationship between art, audience, and market, with particular attention to the role of digital media and contemporary communication platforms.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to provide students with theoretical knowledge and practical skills in art marketing, preparing them to professionally present and manage artistic works and practices.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Analyse the fundamental principles of art marketing;</i> <i>2. Evaluate the art market and cultural audiences;</i> <i>3. Develop basic strategies for artistic promotion;</i> <i>4. Apply digital communication tools within an artistic context;</i> <i>5. Prepare presentation and promotional materials for artists and artistic projects;</i> <i>6. Analyse the relationship between art, audiences, and the market;</i> <i>7. Justify marketing choices within artistic and cultural contexts.</i> <p>Course content</p> <ul style="list-style-type: none"> <i>• Marketing in art and cultural industries</i> 										

				<ul style="list-style-type: none"> • <i>Art markets and audiences</i> • <i>Branding and artistic identity</i> • <i>Promotion and digital communication</i> • <i>Cultural institutions and art management</i> • <i>Practical art marketing projects</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is carried out through lectures, case study analysis, group work, practical projects, and structured discussions.</i></p> <p>Relation to the Study Program</p> <p><i>The course supports the professional development of visual arts students and is closely related to contemporary art practices, cultural management, and professional artistic practice.</i></p>
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4.	E	II/III/IV	10B01S34585	COPYRIGHT ESSENTIALS FOR CREATORS	2	0	2	2	4	2527
<p>Course Description</p> <p><i>This course addresses the fundamental principles of copyright law and the legal protection of creators in the fields of art and culture. It focuses on moral and economic rights, licensing, the use of artistic works, and legal issues related to authorship in the contemporary digital context.</i></p> <p><i>The course objectives to provide students with practical knowledge of creators' rights and obligations, as well as methods for protecting artistic works.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' basic legal understanding of copyright law and to enable them to responsibly protect and manage their artistic creations.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <p>1. Analyse the basic principles of copyright in art;</p>										

2. Distinguish between the moral and economic rights of the creator;
3. Identify copyright infringements in artistic practice;
4. Interpret the concept of authorship within the digital context;
5. Apply basic legal knowledge in the management of artistic works;
6. Evaluate specific cases of licensing and use of artistic works;
7. Argue issues related to the legal protection of creative practice.

Course content

- Principles of copyright law
- Moral and economic rights
- Authorship and co-authorship
- Licensing and use of artistic works
- Copyright in the digital environment
- Case studies and legal analysis

Teaching and Learning Methods

Teaching is conducted through lectures, case study analysis, discussions, and practice-oriented exercises.

Relation to the Study Program

The course directly supports professional artistic practice and contributes to the responsible and legally protected development of creativity within the visual arts program.

5.	<i>E</i>	<i>II/III/IV</i>	<i>10B01S34586</i>	CULTURAL DIPLOMACY	2	0	2	2	4	2528
				<p>Course Description</p> <p><i>This course examines cultural diplomacy as an interdisciplinary field connecting art, culture, politics, and international relations. It analyses the role of art, cultural institutions, and artistic initiatives in fostering intercultural dialogue, shaping national identity, and promoting international representation. The course explores culture as a form of soft power in the contemporary global context.</i></p> <p>Course Objective</p>						

The objective of the course is to develop students' critical understanding of the role of art and culture in diplomacy and to enable them to analyse and conceptualize cultural initiatives within an international framework.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the fundamental concepts of cultural diplomacy;*
- 2. Interpret the role of art and culture in international relations;*
- 3. Identify the key actors of cultural diplomacy;*
- 4. Evaluate international cultural policies and projects;*
- 5. Develop ideas for cultural initiatives with diplomatic impact;*
- 6. Analyse art as a tool of soft power;*
- 7. Argue the role of art in the construction of intercultural dialogue.*

Course content

- Cultural diplomacy and soft power*
- Art and cultural policy*
- International cultural institutions*
- Intercultural dialogue*
- Cultural identity and representation*
- Case studies in cultural diplomacy*

Teaching and Learning Methods

Teaching is conducted through lectures, case study analysis, structured discussions, and research-based projects.

Relation to the Study Program

The course is connected to visual arts, cultural management, curatorial practice, and the international context of contemporary art.

6.	E	II/III/IV	10B01S34587	CURATORIAL STUDIES	2	0	2	2	4	2529

Course Description

This course examines contemporary curatorial theory and practice in visual arts. It focuses on the role of the curator as a mediator between the artist, artwork, institution, and audience. The course addresses exhibition-making, curatorial narrative, and the management of exhibition projects in both institutional and alternative contexts.

Course Objective

The objective of the course is to develop students' theoretical knowledge and practical skills in curatorial practice and to prepare them for professional engagement in exhibition and art project development.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the role and responsibilities of the curator in visual arts;*
- 2. Interpret contemporary curatorial practices;*
- 3. Conceptualize exhibition projects using a critical approach;*
- 4. Construct a structured curatorial narrative;*
- 5. Organize and manage curatorial projects;*
- 6. Evaluate the relationship between the artwork, the exhibition space, and the audience;*
- 7. Critically reflect on the curatorial process.*

Course content

- History and theory of curatorship*
- The role of the curator*
- Exhibition-making*
- Curatorial narrative*
- Exhibition spaces and audiences*
- Practical curatorial projects*

Teaching and Learning Methods

Teaching is carried out through lectures, exhibition analysis, project-based work, and structured critiques.

				Relation to the Study Program
				<i>The course is essential for visual arts studies and directly connected to gallery practice, professional development, and art management.</i>

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7.	E	II/III/IV	10B01S34588	GAME THEORY	2	0	2	2	4	2530
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Course Description

This course introduces game theory as an analytical framework for studying strategic decision-making in contexts of cooperation and conflict. It presents fundamental concepts such as games, strategies, equilibrium, and rationality, and applies them to various fields, including art, culture, economics, and social interaction.

The course emphasizes the use of game theory as an analytical tool for understanding complex interactions and decision-making processes in artistic and institutional contexts.

Course Objective

The objective of the course is to develop students' analytical skills and to enable them to apply game theory to the analysis of strategic situations in cultural and social contexts.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the basic concepts of game theory;*
- 2. Interpret situations of strategic decision-making;*
- 3. Apply simple game-theoretical models in cultural contexts;*
- 4. Analyse strategies and decision-making equilibria;*
- 5. Use game theory in institutional analysis;*
- 6. Evaluate the consequences of strategic decisions;*
- 7. Argue strategic decisions in a structured manner.*

Course content

- Introduction to game theory*

				<ul style="list-style-type: none"> • <i>Cooperative and non-cooperative games</i> • <i>Strategies and equilibrium</i> • <i>Rational decision-making</i> • <i>Applications in art, culture, and society</i> • <i>Analytical exercises and case studies</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, analytical exercises, discussions, and case study analysis.</i></p> <p>Relation to the Study Program</p> <p><i>The course supports the development of critical and analytical thinking and is related to cultural management, cultural diplomacy, and strategic practices in art.</i></p>
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8.	E	II/III/IV	10B01S34589	GENDER STUDIES AND ART	2	0	2	2	4	2531
<p>Course Description</p> <p><i>This course examines the relationship between art and gender studies, focusing on the representation of gender, identity, and the body in visual arts. It explores how art reflects, challenges, and redefines gender norms and social structures in historical and contemporary contexts.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' critical understanding of gender issues in art and to encourage theoretical and visual analysis based on equality, diversity, and inclusion.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Analyse the basic concepts of gender studies within the context of visual art;</i> <i>2. Interpret representations of gender and identity in historical and contemporary artworks;</i> <i>3. Evaluate the impact of art on the construction and challenging of gender norms;</i> <i>4. Analyse the relationship between the body, identity, and visual politics;</i> 										

5. *Apply gender theory in the critical analysis of artworks;*
6. *Develop critical arguments on equality, diversity, and inclusion in art;*
7. *Articulate contemporary approaches to gender and art in a structured academic manner.*

Course content

- *Gender theory and art*
- *Gender representation in art history*
- *The body, identity, and visual politics*
- *Feminism and contemporary art*
- *Case studies and visual analysis*

Teaching and Learning Methods

Teaching is conducted through lectures, analysis of texts and artworks, structured discussions, and analytical essays.

Relation to the Study Program

The course is related to art theory, contemporary visual practice, and cultural studies.

9.	E	II/III/IV	10B01S34591	INTERSECTION OF ART AND NATURE	2	0	2	2	4	2532
<p>Course Description</p> <p><i>This course explores the relationship between art and nature, examining how artists interpret, represent, and interact with the natural environment. It focuses on ecological art, landscape, natural materials, and sustainable artistic practices.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' critical awareness of environmental issues and the role of art in reflecting and addressing them.</i></p> <p>Learning Outcomes</p>										

				<p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Analyse the relationship between art and nature across different artistic contexts; 2. Interpret ecological and environmental artistic practices; 3. Evaluate representations of nature in historical and contemporary art; 4. Apply ecological materials and concepts in artistic practice; 5. Develop environmentally sensitive artistic projects; 6. Analyse the role of art in environmental awareness; 7. Argue the role of art within contemporary ecological discourse. <p>Course content</p> <ul style="list-style-type: none"> • Art and environment • Landscape and representation of nature • Ecological art and sustainability • Natural materials in art • Contemporary case studies <p>Teaching and Learning Methods</p> <p>Teaching is conducted through lectures, visual analysis, practical work, conceptual projects, and guided discussions.</p> <p>Relation to the Study Program</p> <p>The course is related to contemporary artistic practices, installation, and environmental art.</p>								
10.	E	II/III/IV	10B01S34592	SEMIOTICS IN ART			2	0	2	2	4	2533
				<p>Course Description</p> <p>This course introduces semiotics as an analytical method for understanding signs, symbols, and meaning-making systems in visual arts. It focuses on the analysis of image, form, colour, and composition as semantic and cultural elements in artworks.</p> <p>Course Objective</p>								

The objective of the course is to equip students with theoretical tools for critical analysis and interpretation of artworks through semiotic approaches.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

- 1. Analyse the basic concepts of semiotics in visual arts;*
- 2. Interpret signs and symbols in artworks;*
- 3. Analyse the image as a system of signs and cultural meanings;*
- 4. Apply semiotic methods in the analysis of artworks;*
- 5. Construct structured visual interpretations;*
- 6. Compare different semiotic approaches in art;*
- 7. Argue semiotic analyses in a critical and academic manner.*

Course content

- Introduction to semiotics*
- Sign, symbol, and meaning*
- Semiotics of the image*
- Visual and cultural analysis*
- Case studies in art*

Teaching and Learning Methods

Teaching is conducted through lectures, image analysis, interpretive exercises, and structured discussions.

Relation to the Study Program

The course is related to art theory, art criticism, and visual analysis.

11.	E	II/III/IV	10B01S34593	TRADITIONAL ARTS	2	0	2	2	4	2534
				<i>Course Description</i>						

This course examines traditional arts as cultural and identity-based expressions, analysing forms, techniques, and materials used in different historical and ethnographic contexts. It focuses on the role of tradition in shaping cultural identity and the relationship between heritage and contemporary practices.

Course objective

The aim of the course is to understand and analyse students' knowledge of traditional arts and to encourage respect for and critical analysis of cultural heritage.

Learning Outcomes

Upon completion of the course, the student will be able to:

- 1. Analyse the main characteristics of traditional arts;*
- 2. Interpret traditional techniques, forms, and materials;*
- 3. Evaluate the symbolism and cultural function of traditional arts;*
- 4. Analyse the role of cultural heritage in art;*
- 5. Compare the relationship between tradition and contemporary art;*
- 6. Critically reflect on the preservation of artistic heritage;*
- 7. Argue the importance of traditional arts in the construction of cultural identity.*

Course content

- Traditional art and culture*
- Traditional techniques and materials*
- Symbolism and identity*
- Cultural heritage*
- Ethnographic case studies*

Teaching and Learning Methods

Teaching is conducted through lectures, visual analysis, research work, and structured discussions.

Relation to the Study Program

The course is related to cultural anthropology, art history, and contemporary artistic practice.

12.	E	II/III/IV	10B01S34594	<p style="text-align: center;">VISUAL ANTHROPOLOGY</p>	2	0	2	2	4	2535
				<p>Course Description</p> <p><i>This course examines visual anthropology as a field that studies culture through images, film, and visual practices. It focuses on the use of visual media for documenting, interpreting, and analysing cultural and social practices.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' analytical and visual skills for the study of culture through visual methods.</i></p> <p>Learning Outcomes</p> <p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> <i>1. Analyse the basic principles of visual anthropology;</i> <i>2. Interpret images and film materials within a cultural context;</i> <i>3. Apply visual tools for documenting cultural practices;</i> <i>4. Analyse social practices through image and film;</i> <i>5. Use visual research methods in cultural studies;</i> <i>6. Evaluate ethical issues related to visual representation;</i> <i>7. Develop visual projects using an anthropological approach.</i> <p>Course content</p> <ul style="list-style-type: none"> <i>• Introduction to visual anthropology</i> <i>• Image and culture</i> <i>• Ethnographic film</i> <i>• Ethics of visual representation</i> <i>• Visual research methods</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, film and image analysis, research work, and practical projects.</i></p>						

Relation to the Study Program

The course is related to visual arts, photography, video art, and cultural studies.

