

COURSE CATALOGUE

DEPARTMENT OF FINE ARTS

STUDY PROGRAM: VISUAL ARTS – BA

SPECIALIZATION: GRAPHIC DESIGN AND MULTIMEDIA – BACHELOR (BA)

Degree awarded upon completion of studies (240 ECTS): Bachelor of Graphic Design and Multimedia in Visual Arts

YEAR I - SEMESTER I – II

(PER YEAR) / 10 COMPULSORY COURSES (C)

No.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	P	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	C	I	10B11S12049	INTRODUCTION TO DESIGN: FUNDAMENTALS AND TECHNIQUES	3	0	3	6	12	2338
				Course Description <i>This course provides a fundamental introduction to the field of graphic and multimedia design, presenting the basic principles of visual organization, creative thinking, and introductory design techniques. The course focuses on the development of perceptual skills, on understanding the relationships between form, color, and space, as well as on the use of basic design tools in a contemporary context.</i>						
				Course Objective						

The objective of this course is to equip students with fundamental knowledge and skills in design, by creating the necessary foundation for the development of visual, analytical, and creative thinking, as well as for the continuation of studies in advanced courses of graphic and multimedia design.

Learning Outcomes

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

- 1. Explain the fundamental principles of visual design and their role in graphic communication.*
- 2. Identify the relationships between form, color, and space in visual compositions.*
- 3. Analyze examples of graphic and multimedia design from a formal and conceptual perspective.*
- 4. Use the basic elements of design in simple visual compositions.*
- 5. Apply introductory design techniques in practical projects.*
- 6. Develop perceptual skills and basic visual organization.*
- 7. Express visual ideas in a clear and structured manner.*

Main Course Content

- Introduction to design and its role in visual communication*
- Basic elements of design (form, color, line, space)*
- Principles of composition and visual organization*
- The relationship between image and text*
- Introduction to typography*
- Basic tools and techniques of design*
- Practical exercises and visual analysis*

Teaching Methodology

Teaching is carried out through introductory lectures, analysis of visual examples, practical exercises, small individual projects, and group discussions. Students are engaged in practical work aimed at the gradual development of basic design skills.

Relation to the Program

				<i>This course constitutes the foundation of the graphic and multimedia design program and serves as a basis for all subsequent courses, by building the students' initial visual, technical, and creative competencies.</i>						
GROUP: A										
2.	SC	I	10B11S12048	DESIGN ELEMENTS	3	0	3	3	6	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> <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 the fundamental elements of visual design.</i> 2. <i>Explain the function of line, shape, colour, texture, and space in composition.</i> 3. <i>Analyse visual structures from the perspective of their constituent elements.</i> 4. <i>Use design elements in practical projects.</i> 5. <i>Develop visual sensitivity and formal control.</i> 6. <i>Experiment with relationships between visual elements.</i> 7. <i>Apply design elements to achieve clear and functional visual communication.</i> <p>Course content</p>						

				<ul style="list-style-type: none"> • <i>Line and its visual function</i> • <i>Shape and mass</i> • <i>Colour and chromatic relationships</i> • <i>Texture and visual materiality</i> • <i>Space and visual organization</i> • <i>Typography as a design element</i> • <i>Analytical and practical exercises</i> <p>Teaching and Learning Methods</p> <p><i>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.</i></p> <p>Relation to the Program</p> <p><i>This course forms a fundamental basis for all graphic and multimedia design courses, supporting the development of composition, typography, visual identity, and visual communication.</i></p>							
3.	SC	I	10B11S12050	<table border="1"> <tr> <td>METHODOLOGY AND DESIGN ANALYSIS</td> <td>3</td> <td>0</td> <td>3</td> <td>3</td> <td>6</td> <td>2339</td> </tr> </table> <p>Course Description</p> <p><i>This course addresses the main methodologies and techniques of analysis in design, placing design practice within a clear research and analytical framework. It focuses on the identification, analysis, and interpretation of design problems, as well as on the development of critical thinking of the relationships between the social, cultural, and visual context in the creative process.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to equip students with methodological and analytical tools for the development of design projects, by strengthening critical thinking, the ability to argue, and decision making based on analysis.</i></p> <p>Learning Outcomes</p>	METHODOLOGY AND DESIGN ANALYSIS	3	0	3	3	6	2339
METHODOLOGY AND DESIGN ANALYSIS	3	0	3	3	6	2339					

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

- 1. Apply research and analytical methods in the design process.*
- 2. Analyze design problems in a structured manner.*
- 3. Interpret design examples through conceptual and visual analysis.*
- 4. Formulate design problems based on the relevant context.*
- 5. Develop concepts supported by reasoned analysis.*
- 6. Document the methodological process of work.*
- 7. Argue design decision-making in a critical manner.*

Main Course Content

- Research methodologies in design*
- Visual and conceptual analysis*
- Research of the social and cultural context*
- Formulation of the design problem*
- User and audience analysis*
- Interconnection between theory and practice*
- Documentation of the analytical process*

Teaching Methodology

Teaching is carried out through thematic lectures, analysis of case studies, analytical exercises, critical discussions, and research projects. Students are engaged in tasks that emphasize the analysis, reflection, and argumentation of the design process.

Relation to the Program

This course creates the theoretical and analytical basis for the development of advanced design projects and directly supports courses in service design, product design, and visual communication.

GROUP: B

2.	SC	I	10B11S12051	HAND LETTERING	3	0	3	3	6	2340
<p>Course Description</p> <p><i>This course focuses on handwriting as a visual and creative practice in design. It addresses handwriting as a conscious process of letter formation, distinguishing it from everyday writing and analyzing it as an aesthetic, expressive, and conceptual element in visual communication.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to use handwriting as a design tool, by strengthening formal control, visual sensitivity, and the relationship between form, rhythm, and content.</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. Analyze handwriting as a visual and design practice in visual communication;</i> <i>2. Distinguish and evaluate free writing, constructed writing, and stylized writing;</i> <i>3. Analyze the relationship between letterform, rhythm, and content;</i> <i>4. Develop visual compositions based on handwriting;</i> <i>5. Apply handwriting as an expressive tool in design projects;</i> <i>6. Integrate handwriting into intentional compositional structures;</i> <i>7. Present and argue design work structured visually and conceptually.</i> <p>Main Course Content</p> <ul style="list-style-type: none"> <i>• Handwriting as a visual practice</i> <i>• Letter construction and the rhythm of form</i> <i>• The relationship between writing and composition</i> <i>• Handwriting in contemporary design</i> <i>• Writing as an expressive and identity element</i> <i>• Analysis of practical examples</i> <i>• Practical projects with handwriting</i> 										

				<p>Teaching Methodology</p> <p><i>Teaching is carried out through practical exercises, demonstrations, visual analysis, structured critiques, and individual projects that emphasize process and formal control.</i></p> <p>Relation to the Program</p> <p><i>This course is directly connected with typography, visual communication, and graphic design, by strengthening the formal and expressive skills of students in the graphic and multimedia design program.</i></p> <p>Teaching Methodology</p> <p><i>Teaching is carried out through practical exercises, demonstrations, visual analysis, structured critiques, and individual projects that emphasize process and formal control.</i></p> <p>Relation to the Program</p> <p><i>This course is directly connected with typography, visual communication, and graphic design, by strengthening the formal and expressive skills of students in the graphic and multimedia design program</i></p>										
3.	SC	I	10B11S12052	<table border="1"> <tr> <td colspan="4">VISUAL COMMUNICATION</td> <td>3</td> <td>0</td> <td>3</td> <td>3</td> <td>6</td> <td>2341</td> </tr> </table> <p>Course Description</p> <p><i>This course addresses the principles and practices of visual communication as a fundamental tool for the transmission of messages through form, color, image, typography, and composition. It analyzes the ways in which visual elements construct meaning and influence audience perception in different cultural and media contexts.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and realize clear, functional, and intentional visual communication, by using visual language as the primary means of communication.</i></p>	VISUAL COMMUNICATION				3	0	3	3	6	2341
VISUAL COMMUNICATION				3	0	3	3	6	2341					

Learning Outcomes

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

- 1. Analyze the basic principles of visual communication;*
- 2. Interpret visual messages in different cultural and media contexts;*
- 3. Analyze the relationship between form, content, and audience;*
- 4. Apply visual elements for the transmission of ideas and concepts;*
- 5. Construct clear and functional visual compositions;*
- 6. Develop intentional visual communication solutions;*
- 7. Present and argue structured visual communication projects.*

Main Course Content

- Foundations of visual communication*
- Visual language and the development of critical thinking*
- Image and symbolism*
- Color, form, and composition*
- Typography in visual communication*
- The relationship between message and audience*
- Analysis of case studies*
- Practical projects in visual communication*

Teaching Methodology

Teaching is carried out through thematic lectures, visual analysis, practical exercises, structured critiques, and individual and group projects.

Relation to the Program

This course constitutes a central foundation of the graphic and multimedia design program and is directly connected with typography, visual identity, editorial design, and digital communication.

GROUP: C										
2.	SC	I	10B11S12053	JEWELRY DESIGN	3	0	3	3	6	2342
				<p>Course Description</p> <p><i>This course addresses jewelry design as a creative practice that integrates form, material, and aesthetic expression. It focuses on the development of jewelry concepts, the relationship between design and the body, as well as on the use of different materials in the construction of decorative and functional objects.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and realize jewelry designs with a clear aesthetic and functional identity, by integrating creativity, material knowledge, and the design process.</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. Analyze the basic principles of jewelry design as a creative and functional practice;</i> <i>2. Analyze the relationship between the form of jewelry, the body, and the context of use;</i> <i>3. Evaluate the aesthetic and functional potential of different materials;</i> <i>4. Develop original concepts for jewelry objects based on ideas and research;</i> <i>5. Apply different materials and techniques in an intentional manner;</i> <i>6. Integrate form, material, and function in coherent jewelry designs;</i> <i>7. Present and argue jewelry projects structured visually and conceptually.</i> <p>Main Course Content</p> <ul style="list-style-type: none"> <i>• Jewelry design as an artistic and design practice</i> 						

				<ul style="list-style-type: none"> • <i>Form, structure, and detail</i> • <i>Materials and basic techniques</i> • <i>Jewelry and the body</i> • <i>The process of conceptualization and realization</i> • <i>Analysis of contemporary examples</i> • <i>Practical jewelry design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through thematic lectures, practical work, technical demonstrations, visual analysis, and individual projects. Students work on the development of design objects from concept to realization.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with product design, accessory design, and artistic practices, enriching the material and object-based dimension of the graphic and multimedia design program.</i></p>										
3.	SC	I	10B11S12054	<table border="1"> <tr> <td colspan="4" style="text-align: center;">TEXTILE DESIGN</td> <td style="text-align: center;">3</td> <td style="text-align: center;">0</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: center;">6</td> <td style="text-align: center;">2343</td> </tr> </table> <p>Course Description</p> <p><i>This course addresses textile design as a creative and functional field that integrates structure, material, color, and pattern. It focuses on the development of textile concepts for various applications, by analyzing the relationship between design, material, and the context of application.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and realize textile designs with a clear visual and functional identity, by integrating knowledge of materials, techniques, and the creative process.</i></p>	TEXTILE DESIGN				3	0	3	3	6	2343
TEXTILE DESIGN				3	0	3	3	6	2343					

Learning Outcomes

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

- 1. Analyze the basic principles of textile design as a creative and functional practice;*
- 2. Analyze the structure and characteristics of textile materials;*
- 3. Evaluate the relationship between material, pattern, and the context of use;*
- 4. Develop textile patterns and concepts based on ideas and research;*
- 5. Apply color, composition, and visual rhythm in textile design;*
- 6. Integrate textile design in different application contexts;*
- 7. Present textile projects structured and argued visually.*

Main Course Content

- Textile design as a design practice*
- Textile materials and structure*
- Patterns and visual rhythm*
- Color and surface*
- Textile in a contemporary context*
- Analysis of practical examples*
- Practical textile design projects*

Teaching Methodology

Teaching is carried out through thematic lectures, practical work, experimental exercises, visual analysis, and individual projects. Students develop projects that emphasize the process and the use of textile materials.

Relation to the Program

This course is connected with fashion design, accessory design, and product design, enriching the material and surface dimension of the graphic and multimedia design program.

COMMON COURSES

4.	C	I	10B11S12063	PHENOMENOLOGY OF DESIGN AND INNOVATION	3	2	5	3	6	1808
				<p>Course Description</p> <p><i>This course addresses design through a phenomenological approach, by analyzing human experience, perception, the body, and interaction with designed objects, spaces, and systems. It focuses on the way design is experienced, understood, and interpreted by the user, as well as on the role of innovation in the development of new design solutions.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop in students the ability to understand design as a meaningful experience and process, by encouraging them to analyze and create design solutions based on perception, use, and conceptual innovation.</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>Analyze the basic principles of the phenomenological approach in design and its implications in the design process;</i> 2. <i>Analyze the user experience in relation to designed objects, spaces, and systems;</i> 3. <i>Interpret the relationship between the body, perception, space, and interaction in design;</i> 4. <i>Evaluate the ways in which design constructs meaning and significance in different contexts of use;</i> 5. <i>Develop design concepts based on experience, perception, and use;</i> 						

				<p>6. <i>Apply user-centered design approaches in conceptual and practical projects;</i></p> <p>7. <i>Reflect and argue critically on the role of innovation in the development of new design solutions.</i></p> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Phenomenology and design</i> • <i>Experience and perception in design</i> • <i>The body, space, and object</i> • <i>User-centered design</i> • <i>Innovation as a conceptual process</i> • <i>Analysis of case studies</i> • <i>Conceptual projects based on experience</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through theoretical lectures, critical discussions, analysis of case studies, conceptual work, and individual projects that emphasize experience and interpretation.</i></p> <p>Relation to the Program</p> <p><i>This course strengthens the theoretical and reflective dimension of the graphic and multimedia design program and is connected with conceptual design, product design, visual communication, and innovation.</i></p>
5.	C	I	10B11S12064	<p>FUNDAMENTALS OF PHOTOGRAPHY</p> <p>2 2 4 3 6 2354</p>
				<p>Course Description</p> <p><i>This course aims to introduce students to the history of photography, from its origins to contemporary developments. Important figures in photography, major artistic and technological movements, as well as the impact of photography on society and art will be examined. Students will learn the basic concepts of photography, including techniques, equipment use, and the analysis of photographic images from a historical perspective. A basic introduction to the camera and exposure will also be included.</i></p>

Course Objective

The aim of this course is to provide students with a comprehensive understanding of the history of photography, while simultaneously developing their analytical skills for evaluating photographic images and their historical context, fostering knowledge of the major movements in the development of photography and its most significant contributors, and enabling them to analyze the social and cultural impact of photography.

Learning Outcomes

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

- 1. Describe and analyze key events in the history of photography.*
- 2. Discuss the impact of technological changes on the evolution of photography.*
- 3. Identify important figures and movements in photography.*
- 4. Critically interpret photographic images based on historical and cultural context.*
- 5. Use the camera and its basic functions in a functional way.*
- 6. Understand and apply the basic concepts of exposure (aperture, shutter speed, ISO).*
- 7. Analyze the role and function of photography in social and artistic contexts.*

Main Course Content

- Introduction to the fundamentals of photography and its role in everyday life*
- Introduction to the history of photography*
- Basics of exposure: aperture, shutter speed, and ISO*
- Camera use and main functions*
- Discussions and analysis of photography*
- Practical photography exercises*

Teaching Methodology

				<p><i>The course includes theoretical lectures with visual examples, class discussions, analysis of historical photography, and a final project with presentation.</i></p> <p>Relation to the Program</p> <p><i>This course serves as a foundation for applied photography, visual communication, digital media, and graphic design, developing students' visual and technical skills.</i></p>						
6.	C	I	10B11S12025	HISTORY OF ART I	2	0	2	2	4	1819
				<p>Course Description</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>Course Objectives</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>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 periods and developments in art history from early periods to the end of the Middle Ages;</i> 2. <i>Describe stylistic, thematic, and iconographic characteristics of representative works;</i> 3. <i>Explain the relationship between art, religion, power, and social structures in the periods covered;</i> 4. <i>Analyse works of art by situating them within historical, cultural, and geographical contexts;</i> 						

				<p>5. <i>Compare forms and styles across different cultures and periods;</i></p> <p>6. <i>Use basic art history terminology accurately in writing and discussion;</i></p> <p>7. <i>Formulate an initial critical interpretation of a specific artwork/object based on arguments.</i></p> <p>Course content</p> <ul style="list-style-type: none"> • <i>Prehistoric and ancient art</i> • <i>Art of ancient civilizations</i> • <i>Greek and Roman art</i> • <i>Early Christian and Byzantine art</i> • <i>Medieval art</i> • <i>Analysis of representative artworks</i> • <i>Methods of historical interpretation</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through structured lectures, visual analysis of artworks, discussions, and individual assignments.</i></p> <p>Relation to the Program</p> <p><i>This course establishes the historical foundation for the study of visual arts and supports students' theoretical and critical development.</i></p>
7.	C	I	10B11S12009	<p style="text-align: center;">CREATIVITY I</p> <p style="text-align: center;">2 2 4 2 4 1803</p>
				<p>Course Description</p> <p><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.</i></p>

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.

				<p>Relation to the Program</p> <p><i>This course forms a foundation for creative development and supports all practical disciplines within the program.</i></p>						
8.	C	I	10B11S12061	PSYCHOLOGY OF ART	2	0	2	2	4	2348
				<p>Course Description</p> <p><i>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.</i></p> <p>Course Objectives</p> <p><i>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.</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 basic psychological concepts related to artistic creation and perception;</i> 2. <i>Analyse the role of visual perception and attention in aesthetic experience;</i> 3. <i>Explain the influence of emotions and personal experience on the interpretation of a work;</i> 4. <i>Discuss theories and factors related to creativity and the creative process;</i> 5. <i>Interpret audience responses to art through psychological concepts;</i> 6. <i>Analyse dimensions of the artist's identity (motivation, self-esteem, creative block) in a conceptual manner;</i> 7. <i>Connect psychological knowledge with reflection on artistic practice and one's personal working process.</i> 						

				<p>Course content</p> <ul style="list-style-type: none"> • <i>Psychology and art</i> • <i>The creative process</i> • <i>Visual perception</i> • <i>Emotion and aesthetic experience</i> • <i>Creativity</i> • <i>Psychology of the artist and the audience</i> • <i>Psychological analysis of artworks</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, discussions, case analysis, and theoretical reflection.</i></p> <p>Relation to the Program</p> <p><i>This course connects with art theory, aesthetics, and creative practices in visual art.</i></p>
9.	C	I	10B11S12056	<p>CREATIVE WRITING AND PROJECT MANAGEMENT FOR ARTIST</p> <p>2 0 2 2 4 2337</p>
				<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>

Learning Outcomes

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

- 1. Generate ideas and themes for creative writing related to artistic practice;*
- 2. Write creative and reflective texts that articulate the artistic process and concept;*
- 3. Formulate an artist statement/concept statement and a project description with clarity and structure;*
- 4. Plan an art project (objectives, phases, timelines, resources) at a basic level;*
- 5. Organize project documentation (process, materials, evidence) for professional presentation;*
- 6. Use basic principles of time and resource management in implementing the project;*
- 7. Present the project and accompanying texts professionally, with coherence and argumentation.*

Course content

- Creative writing in art*
- Text as a conceptual tool*
- Idea and concept development*
- Artistic project planning*
- Time and resource management*
- 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

				<i>This course supports students' conceptual and professional development and connects with independent practice, public art, and creative management.</i>						
10.	C	I	10B11S12022	LITERATURE AND VISUAL ARTS	2	0	2	2	4	1816
				<p>Course Description</p> <p><i>This course addresses the relationship between literature and visual arts, by analyzing the ways in which narrative, language, metaphor, and literary structure influence and intertwine with visual expression. It focuses on the interdisciplinary dialogue between text and image in contemporary artistic and design practices.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to interpret and use literary elements as a conceptual and narrative source in the creation of visual works and design 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"> <i>1. Analyze the connections between literature and visual arts in contemporary practices;</i> <i>2. Interpret text as a conceptual, narrative, and visual source;</i> <i>3. Analyze metaphor, symbolism, and literary structure in relation to visual language;</i> <i>4. Evaluate the ways of integrating text and image in artistic/design projects;</i> <i>5. Integrate literary elements into visual projects as a conceptual and compositional basis;</i> <i>6. Develop interdisciplinary projects based on the text–image dialogue;</i> <i>7. Present and argue projects that are conceptually constructed and critically justified;</i> <i>8. Develop interdisciplinary projects that are conceptually argued.</i> <p>Main Course Content</p> <ul style="list-style-type: none"> <i>• Literature as a visual source</i> 						

				<ul style="list-style-type: none"> • <i>Narrative and image</i> • <i>Metaphor, symbolism, and interpretation</i> • <i>Text and image in contemporary art</i> • <i>Interdisciplinary practices</i> • <i>Analysis of relevant works and projects</i> • <i>Conceptual projects based on text</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through thematic lectures, analysis of texts and visual works, critical discussions, and individual projects that emphasize interpretation and the integration of media.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with conceptual art, visual communication, and new media, by strengthening the theoretical, narrative, and interpretative dimension of the graphic and multimedia design program.</i></p>					
<i>N.N.</i>	<i>C</i>	<i>I</i>	<i>10B11S12057</i>	INTERNSHIP I	<i>50 Hrs/Sem</i>	2	4	2344	
Additional Information on Student Support and Engagement									
<i>N.N.</i>	STUDIO / (Technical Support for Students)				<i>8 Hours/Daily</i>				
Total:					24	6	30	30	60

YEAR II - SEMESTER III - IV

10 COURSES PER YEAR

6 COMPULSORY COURSES (C) + 2 SECONDARY COMPULSORY COURSES (SC) / FROM GROUP A, B, or C + 1 ELECTIVE ARTISTIC COURSE (E) + 1 ELECTIVE THEORETICAL COURSE (E)

<i>No.</i>	<i>STATUS</i>	<i>YEAR</i>	<i>COURSE CODE</i>	<i>COURSE NAME</i>	<i>L</i>	<i>P</i>	<i>H</i>	<i>ECTS SEM</i>	<i>ECTS YEAR</i>	<i>COURSE ID</i>
<i>1.</i>	<i>O</i>	<i>II</i>	<i>10B11S34249</i>	<i>INTERMEDIATE DESIGN: COMPOSITION AND STYLE DEVELOPMENT</i>	<i>3</i>	<i>0</i>	<i>3</i>	<i>6</i>	<i>12</i>	<i>2478</i>
				<p>Course Description</p> <p><i>This course deepens the knowledge acquired in the introductory design course and focuses on the development of visual language and personal style through a conceptual and experimental approach. Based on methodologies that integrate art, fashion, and technology, students explore design not only as formal organization, but as a tool for constructing narratives and ideas. The course treats design as a research-based process, in which form, material, and concept are developed in parallel.</i></p> <p>Course Objectives</p> <p><i>The aim of this course is to develop students' ability to construct structured and meaningful compositions, to stimulate the creation of a personal style through research and experimentation, to integrate concept with form and material, and to foster critical and interdisciplinary thinking in the creative process.</i></p> <p>Learning Outcomes</p> <p><i>Upon completion of the course, the student will be able to:</i></p>						

1. *Explain the fundamental principles of visual composition and formal organization in art and design.*
2. *Apply compositional principles in the creation of structured and meaningful visual works.*
3. *Demonstrate the use of conceptual research in the development of artistic projects.*
4. *Analyze the relationships between concept, form, and material within the creative process.*
5. *Critically evaluate their own work and that of others, articulating aesthetic and conceptual decisions.*
6. *Experiment innovatively with materials and forms to develop new visual solutions.*
7. *Create balanced visual compositions and a clearly articulated personal artistic language.*

Main Course Content

- *Advanced principles of composition (balance, rhythm, visual tension)*
- *Development of concept and narrative in design*
- *The body as structure and a point of departure for form*
- *Experimentation with materials (textiles, structures, non-conventional materials)*
- *Transformation and modularity in design*
- *The impact of technology on the creative process*
- *Practical projects integrating idea + form + material*

Teaching Methodology

The teaching methodology in this course is based on short conceptual lectures, studio work, and the realization of practical projects, combined with laboratory experimentation using various materials and forms. It also includes regular critiques, individual and group work, as well as the analysis of case studies from contemporary practice.

The approach is grounded in “learning by doing” and in the development of the process, not only the final outcome.

Relation to the Program

				<i>This course serves as a bridge between the foundations of design and advanced practices, preparing students for the realization of more complex projects at subsequent levels, the integration of concept with practical execution, and the development of a clear artistic and professional identity. It contributes to the formation of a student profile that is simultaneously creative, research-oriented, and experimental, in alignment with contemporary developments in art and design.</i>						
GROUP: A										
2.	SC	II	10B11S34248	CALLIGRAPHY AND TYPOGRAPHY	3	0	3	3	6	2479
				<p>Course Description</p> <p><i>This course addresses calligraphy and typography as fundamental elements of visual communication and graphic expression. It focuses on the development of practical and theoretical skills in letter construction, typographic form, and text organization, by analyzing the relationship between readability, aesthetics, and function.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to expand knowledge and the intentional use of letterforms and text in design, by enabling students to create typographic compositions that are clear, functional, and aesthetically balanced.</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>Explain the basic principles of calligraphy and typography.</i> 2. <i>Analyze the structure and character of the letterform.</i> 3. <i>Apply the rules of readability and typographic hierarchy.</i> 4. <i>Create typographic compositions with a communicative function.</i> 5. <i>Use text as a visual and expressive element in design.</i> 6. <i>Evaluate the relationship between text and space.</i> 						

7. *Present typographic works in a clear and professional manner.*

Main Course Content

- *Introduction to calligraphy and its historical development*
- *Letterform structure and basic forms*
- *Typography and type families*
- *Readability and typographic hierarchy*
- *The relationship between text and space*
- *Typographic composition*
- *Practical exercises in calligraphy and typography*

Teaching Methodology

Teaching is carried out through thematic lectures, practical exercises by hand and with digital tools, analysis of typographic examples, and individual projects. Emphasis is placed on practice, repetition, and the gradual development of typographic skills.

Relation to the Program

This course is essential for the development of graphic design and is directly connected with composition, visual identity, visual communication, and editorial design.

3.	SC	II	10B11S34247	SERVICE DESIGN	3	0	3	3	6	2480
----	----	----	-------------	-----------------------	---	---	---	---	---	------

Course Description

This course focuses on service design as an interdisciplinary approach that aims to improve the user experience through the analysis of needs, processes, and systems. It addresses service design as a strategic process that connects design, the user, and the social context.

Course Objective

The objective of this course is to equip students with knowledge and skills for analyzing, conceptualizing, and developing functional and user-oriented services, by using contemporary design methods.

Learning Outcomes

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

- 1. Explain the fundamental principles of service design as a user-oriented approach.*
- 2. Analyze the user experience within service flows and systems.*
- 3. Identify needs, problems, and critical points in service delivery.*
- 4. Develop service concepts based on research and analysis.*
- 5. Apply tools and methods of service design in concrete projects.*
- 6. Use systems thinking to structure service processes.*
- 7. Present structured and reasoned solutions to service problems.*
- 8. Evaluate the functional impact and user experience in designed services.*

Main Course Content

- Introduction to service design*
- User experience and research*
- Mapping of services and processes*
- Design of interactions and touchpoints*
- Systems thinking in design*
- Service prototyping*
- Presentation of service concepts*

Teaching Methodology

Teaching is carried out through thematic lectures, group work, case studies, practical exercises, and user-oriented projects.

				<p>Relation to the Program</p> <p><i>This course contributes to the development of strategic and analytical competencies in design and is directly connected with product design, visual communication, and interdisciplinary practices.</i></p>						
<p>GROUP: B</p>										
2.	SC	II	10B11S34246	WRITING AND STYLIZATION	3	0	3	3	6	2481
				<p>Course Description</p> <p><i>This course focuses on writing as a visual and expressive element in design, addressing the process of stylizing letterforms and text in the function of visual communication. It analyzes the relationship between letterform, visual rhythm, and content, guiding students toward the use of writing as a creative and conceptual tool.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to stylize writing in a conscious and functional manner, by integrating it as an essential element in various design 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. Analyze writing as a visual form and expressive element in design; 2. Analyze the relationship between letterform, visual rhythm, and content; 3. Evaluate the role of writing stylization in visual communication; 4. Apply techniques of letterform and text stylization; 5. Develop design compositions in which writing has a conceptual role; 6. Integrate stylized writing into functional design projects; 7. Present and justify typographic solutions that are visually argued. 						

				<p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Writing as a visual element</i> • <i>Principles of letterform stylization</i> • <i>Rhythm and structure of text</i> • <i>The relationship between form and content</i> • <i>Stylized writing in design</i> • <i>Analysis of contemporary examples</i> • <i>Practical stylization projects</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through thematic lectures, practical exercises, visual analysis, structured critiques, and individual projects. Students work on tasks that emphasize experimentation and the integration of writing in design.</i></p> <p>Relation to the Program</p> <p><i>This course is directly connected with typography, visual communication, and conceptual design, by strengthening the formal and expressive skills of students in graphic and multimedia design.</i></p>
3.	SC	II	10B11S34245	<p style="text-align: center;">VISUAL IDENTITY</p> <p style="text-align: center;">3 0 3 3 6 2482</p>
				<p>Course Description</p> <p><i>This course focuses on visual identity as a communication system that represents the values, character, and message of an institution, brand, or project. It addresses visual identity as a strategic and design process, by analyzing its constituent elements and their coherence in different communication contexts.</i></p> <p>Course Objective</p>

The objective of this course is to equip students with knowledge and skills to conceptualize, develop, and implement sustainable and functional visual identities, based on analysis, concept, and design strategy.

Learning Outcomes

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

- 1. Analyze visual identity as a communication system;*
- 2. Evaluate existing visual identities in relation to context and strategy;*
- 3. Analyze the constituent elements of visual identity;*
- 4. Develop visual identity concepts based on research and ideas;*
- 5. Apply visual elements coherently across different media;*
- 6. Integrate visual identity into functional communication systems;*
- 7. Present and justify visual identity projects at a professional level.*

Main Course Content

- Visual identity as a communication system*
- Logo and symbolism*
- Typography and color in identity*
- Visual coherence and application*
- Visual identity manual*
- Visual identity across different media*
- Analysis of case studies*
- Practical visual identity projects*

Teaching Methodology

Teaching is carried out through thematic lectures, analysis of case studies, practical studio work, structured critiques, and individual and group projects.

				<p>Relation to the Program</p> <p><i>This course is directly connected with visual communication, graphic design, editorial design, and brand design, by preparing students for professional projects in the field of visual identity.</i></p>						
<p>GROUP: C</p>										
2.	SC	II	10B11S34244	ACCESSORIES DESIGN I	3	0	3	3	6	2483
				<p>Course Description</p> <p><i>This course focuses on accessory design as functional and aesthetic objects that complement clothing and personal visual identity. It addresses accessories as design products that integrate form, material, and use, emphasizing the process of conceptualization and realization.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to equip students with basic knowledge and practical skills for the development of designed accessories, by integrating function, aesthetics, and the use of materials.</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. Analyze the basic principles of accessory design as functional and aesthetic objects;</i> <i>2. Analyze the relationship between function, form, and use;</i> <i>3. Evaluate the role of accessories in the construction of personal visual identity;</i> <i>4. Develop simple concepts for accessory design;</i> <i>5. Apply basic materials and techniques in a controlled manner;</i> <i>6. Realize accessory objects in accordance with the developed concept;</i> <i>7. Present accessory projects in a structured and reasoned manner</i> 						

				<p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Accessory design as a design practice</i> • <i>Function and form</i> • <i>Materials and basic techniques</i> • <i>The process of conceptualization</i> • <i>The accessory and personal identity</i> • <i>Analysis of practical examples</i> • <i>Basic accessory design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through thematic lectures, practical exercises, studio work, technical demonstrations, and individual projects.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with product design, jewelry design, and fashion design, by building the foundation for further development in accessory design.</i></p>						
3.	SC	II	10B11S34243	FASHION DESIGN I	3	0	3	3	6	2484
				<p>Course Description</p> <p><i>This course focuses on the fundamentals of fashion design, addressing clothing as a form of aesthetic, functional, and cultural expression. It analyzes the process of creating garments from the initial idea to realization, including form, material, structure, and the context of use.</i></p> <p>Course Objective</p>						

The objective of this course is to equip students with basic knowledge and skills for the conceptualization and realization of garments, by developing sensitivity to form, material, and function in fashion design.

Learning Outcomes

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

- 1. Analyze the basic principles of fashion design;*
- 2. Analyze the relationship between garment form, the body, and function;*
- 3. Evaluate basic textile materials and structures in fashion;*
- 4. Develop simple concepts for garment design;*
- 5. Apply basic forms and structures in the realization of garments;*
- 6. Realize basic fashion design projects in accordance with the concept;*
- 7. Present fashion projects in a structured and reasoned manner.*

Main Course Content

- Fundamentals of fashion design*
- The body and clothing*
- Textile materials in fashion*
- Form and structure of garments*
- The process of conceptualization and realization*
- Analysis of practical examples*
- Basic fashion design projects*

Teaching Methodology

Teaching is carried out through thematic lectures, practical work, studio exercises, visual analysis, and individual projects that emphasize the creative process.

Course Relevance to the Programme

This course directly contributes to the development of core competencies within the visual arts and design programme by strengthening students' creative, conceptual, and practical skills. It supports the integration of theoretical knowledge with artistic production and prepares students for advanced courses in design and professional practice.

COMMON COURSES

4.	O	II	10B11S34242	APPLIED PHOTOGRAPHY I	3	2	5	3	6	2485
<p>Course Description</p> <p><i>This course focuses on developing technical and aesthetic knowledge in photography through a combined theoretical and practical approach. Lectures explore the technical foundations of photography, while practical work in the studio, laboratory, and field helps students develop professional skills and individual expression.</i></p> <p>Course Objective</p> <p><i>The aim of this course is to equip students with practical skills in photography through work in the studio, laboratory, and field, developing precise control over exposure and composition in real-world situations, strengthening their understanding and use of different lenses according to photographic intent, and introducing the fundamental processes of film development and printing. The course also aims to develop students' ability to produce photographic projects with both technical and aesthetic focus, while supporting the formation of a personal style and a professional approach to photography.</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 the camera accurately to control exposure. 2. Apply composition principles to create balanced images with visual clarity. 3. Develop skills in using different types of lenses. 										

				<p>4. <i>Have full knowledge of the film development and printing process.</i></p> <p>5. <i>Analyze and evaluate their own work and that of others through visual critique.</i></p> <p>6. <i>Demonstrate the development of a personal style through consistent photographic series.</i></p> <p>7. <i>Develop and produce a photographic essay with clear structure and visual coherence.</i></p> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Practical exercises in studio, laboratory, and field</i> • <i>Development of photographic projects with technical and aesthetic focus</i> • <i>Regular assignments for exposure and composition control</i> • <i>Practice in the use of different lenses</i> • <i>Work with the basic process of film development and printing</i> • <i>Development of professional skills and individual style in photography</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through practical exercises, field and studio work, visual analysis, structured critiques, and individual projects.</i></p> <p>Relation to the Program</p> <p><i>This course is directly related to visual communication, graphic design, digital media, and advanced applied photography, preparing students for professional use of photography in design.</i></p>
5.	O	II	10B11S34241	<p style="text-align: center;">ADVERTISING DESIGN</p> <p style="text-align: center;">2 2 4 3 6 2486</p>
				<p>Course Description</p> <p><i>This course focuses on advertising design as a strategic communication tool that aims to influence the perception, behavior, and decision-making of the audience. It addresses the creation of visual and</i></p>

conceptual messages for advertising purposes, by analyzing the relationship between design, marketing, and public communication.

Course Objective

The objective of this course is to equip students with knowledge and skills to conceptualize and realize intentional advertising communication, by integrating creativity, strategy, and visual language in advertising projects.

Learning Outcomes

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

- 1. Analyze the basic principles of advertising design as strategic communication;*
- 2. Analyze the audience, context, and objectives of an advertising message;*
- 3. Evaluate the relationship between design, marketing, and public communication in advertising campaigns;*
- 4. Develop creative concepts and visual narratives for advertising campaigns;*
- 5. Apply visual, typographic, and compositional elements in the realization of advertising materials;*
- 6. Integrate message strategy and visual coherence in intentional advertising solutions;*
- 7. Present and justify advertising projects in a professional, reasoned, and audience-oriented manner.*

Main Course Content

- Advertising design and visual communication*
- Advertising message strategy*
- Audience and context*
- Creative concept and narrative*
- Graphic design in advertising*

			<ul style="list-style-type: none"> • <i>Analysis of advertising campaigns</i> • <i>Practical advertising design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is carried out through thematic lectures, analysis of advertising campaigns, practical exercises, group work, and individual projects that simulate real advertising contexts.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with visual communication, visual identity, digital media, and graphic design, by preparing students for professional practices in the field of advertising and visual communication.</i></p>							
6.	O	II	10B11S34114	CREATIVITY II	2	2	4	2	4	2467
				<p>Course Description</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>Course Objectives</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>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>Apply creativity in advanced projects with more complex requirements;</i> 2. <i>Solve conceptual/practical problems through innovative strategies;</i> 						

				<ol style="list-style-type: none"> 3. <i>Integrate critical thinking with creative thinking during project development;</i> 4. <i>Manage the creative process in phases (research, ideation, prototyping, iteration);</i> 5. <i>Combine and synthesize ideas into a clear conceptual solution;</i> 6. <i>Evaluate project outcomes in relation to set criteria and objectives;</i> 7. <i>Present and justify the project with conceptual clarity and a professional structure.</i> <p>Course content</p> <ul style="list-style-type: none"> • <i>Advanced creativity</i> • <i>Creative problem-solving</i> • <i>Critical and creative thinking</i> • <i>Creative process in projects</i> • <i>Idea integration</i> • <i>Outcome evaluation</i> • <i>Advanced projects</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through advanced projects, mentoring, critical discussions, and presentations.</i></p> <p>Relation to the Program</p> <p><i>This course supports advanced project development and prepares students for independent and professional creative practice.</i></p>						
7.	O	II	10B11S34105	HISTORY OF ART II	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>						

Course Objectives

The objective of this course is to deepen students' historical knowledge and develop their ability to critically analyse artworks within cultural and ideological contexts.

Learning Outcomes

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

- 1. Identify key artistic developments from the Renaissance to modern art;*
- 2. Describe the aesthetic and conceptual features of the main movements and currents of the period;*
- 3. Analyse works and styles through formal elements (composition, perspective, light, materiality) and meaning;*
- 4. Explain the impact of historical, ideological, and social changes on artistic production;*
- 5. Compare aesthetic approaches and artistic concepts across different periods/movements;*
- 6. Use advanced art history terminology in discussion and analytical writing;*
- 7. Construct a critical historical argument about a movement or an artist by using representative examples.*

Course content

- Renaissance and Humanism*
- Baroque and Rococo*
- Neoclassicism and Romanticism*
- Realism and Impressionism*
- Twentieth-century avant-gardes*
- Modernism*
- Analysis of representative artworks*

				<p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through thematic lectures, artwork analysis, critical discussions, and individual assignments.</i></p> <p>Relation to the Program</p> <p><i>This course supports students' theoretical and historical development and serves as a foundation for understanding contemporary art and current practices.</i></p>						
8.	O	II	10B11S34106	SOCIOLOGY OF ART	2	0	2	2	4	2419
				<p>Course Description</p> <p><i>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.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to develop students' ability to understand and analyse art in relation to social, cultural, and institutional structures.</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. 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; 						

				<p>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> <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 <p>Teaching and Learning Methods</p> <p>Teaching is conducted through theoretical lectures, case analysis, discussions, and analytical assignments.</p> <p>Relation to the Program</p> <p>This course supports critical understanding of contemporary art and connects with art theory, aesthetics, and public art.</p>						
9.	Z	II		COURSE 1	2	0	2	2	4	
10.	Z			COURSE 2	2	0	2	2	4	
N.N.	O	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:	24	6	30	30	60	
---------------	-----------	----------	-----------	-----------	-----------	--

YEAR III - SEMESTER V - VI

10 COURSES PER YEAR

6 COMPULSORY COURSES (C) + 2 SECONDARY COMPULSORY COURSES (SC) / FROM GROUP A, B, or C + 1 ELECTIVE ARTISTIC COURSE (E) + 1 ELECTIVE THEORETICAL COURSE (E)

<i>No.</i>	<i>STATUS</i>	<i>YEAR</i>	<i>COURSE CODE</i>	<i>COURSE NAME</i>	<i>L</i>	<i>P</i>	<i>H</i>	<i>ECTS SEM</i>	<i>ECTS YEAR</i>	<i>COURSE ID</i>
1.	O	III	10B11S56249	ADVANCED DESIGN STUDIO: PERSONAL EXPRESSION AND EXPERIMENTATION	3	0	3	6	12	2487
				<p>Course Description</p> <p><i>This course aims to develop advanced design practice through free experimentation and personal expression. It guides students toward the exploration of new visual approaches, creative methods, and alternative forms of expression, by addressing design as a research-based and reflective process. The course emphasizes the importance of individuality and authorial stance in the development of design projects.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to strengthen students' ability to develop independent and advanced design projects, by encouraging experimentation, critical thinking, and personal expression. The course aims to support students in forming a personal and conscious visual language.</i></p>						

Learning Outcomes

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

- 1. Develop design projects with an advanced conceptual and visual level.*
- 2. Experiment with different forms, structures, and creative approaches in design.*
- 3. Use design as a research-based and reflective process.*
- 4. Construct a conscious and distinctive personal expression.*
- 5. Argue creative choices in a critical and structured manner.*
- 6. Reflect on the creative process and the development of their own projects.*
- 7. Present advanced projects in a professional and articulated manner.*

Main Course Content

- Design as an experimental process*
- Visual research and concept development*
- Alternative approaches and contemporary practices in design*
- Personal expression and creative identity*
- Experimentation with materials, forms, and media*
- The creative process and critical reflection*
- Presentation and documentation of advanced projects*

Teaching Methodology

Teaching is carried out primarily through practical studio work, individual mentoring, professional critiques, and reflective discussions. Students work on individual projects that emphasize the creative process, research, and the development of a personal approach to design.

Relation to the Program

This course constitutes a central component of the advanced level of the graphic and multimedia design program. It prepares students for portfolio development, professional practice, and final projects, by consolidating their identity as independent creators in the field of design.

GROUP: A

2.

SC

III

10B11S56248

EXPERIMENTAL DESIGN

3

0

3

3

6

2488

Course Description

This course focuses on experimental design as a creative approach that challenges traditional rules of design and encourages visual research, innovation, and the exploration of new expressive forms. It treats design as a research-based process, in which experimentation with ideas, materials, structures, and media is an essential part of project development.

Course Objectives

The aim of this course is to encourage students to develop independent and critical thinking in design, motivating them to experiment beyond standard solutions and to construct original and innovative approaches.

Learning Outcomes

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

1. *Explain the principles of experimental design as a creative approach.*
2. *Develop ideas through the process of visual experimentation.*
3. *Apply alternative and non-linear methods in design.*
4. *Experiment with diverse forms, materials, and structures.*
5. *Analyze the outcomes of visual experiments.*
6. *Evaluate the role of process in project development.*
7. *Present experimental projects in a well-argued manner.*

				<p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Experimental design as a contemporary practice</i> • <i>The creative process and visual research</i> • <i>Experimentation with forms, materials, and structures</i> • <i>Conceptual and non-conventional approaches</i> • <i>Error as part of the creative process</i> • <i>Documentation of the experimental process</i> • <i>Presentation of experimental projects</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through intensive studio work, experimental exercises, individual mentoring, critical discussions, and project presentations. Students engage in projects that emphasize process, research, and the development of ideas through experimentation.</i></p> <p>Relation to the Program</p> <p><i>This course expands the creative framework of the graphic and multimedia design program and prepares students for advanced studios, innovation in design, and conceptual projects.</i></p>
3.	SC	III	10B11S56247	<p style="text-align: center;">DESIGN AND SOCIETY</p> <p style="text-align: center;">3 0 3 3 6 2489</p>
				<p>Course Description</p> <p><i>This course examines the relationship between design and society by analyzing the role of design as a medium of communication, cultural influence, and critical reflection. It focuses on how design influences and shapes perceptions, behaviors, and social structures across different historical and contemporary contexts.</i></p>

Course Objective

The objective of this course is to develop students' critical awareness of the social, cultural, and ethical impact of design, encouraging them to understand the responsibility of design in visual communication and within the public sphere.

Learning Outcomes

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

- 1. Explain the relationship between design and the social context.*
- 2. Analyze design as a medium of communication and cultural influence.*
- 3. Identify the social, cultural, and ethical dimensions of design.*
- 4. Interpret design examples within historical and contemporary contexts.*
- 5. Critically reflect on the social responsibility of design.*
- 6. Evaluate the impact of design on perceptions, behaviors, and social identities.*
- 7. Articulate critical positions on the role of design in the public sphere.*
- 8. Develop critical thinking on design as a cultural and social practice.*

Main Course Content

- Design and society*
- Design as communication and influence*
- The cultural dimension of design*
- Ethics and responsibility in design*
- Design and social identity*
- Analysis of case studies*
- Reflective and conceptual projects*

Teaching Methodology

				<p><i>Teaching is conducted through thematic lectures, critical discussions, case study analysis, individual work, and reflective projects.</i></p> <p>Relation to the Program</p> <p><i>This course strengthens the theoretical and critical dimension of the graphic and multimedia design program, linking it with visual communication, conceptual design, and cultural studies.</i></p>
GROUP: B				
2.	SC	III	10B11S56246	<p>INTERACTIVE COMMUNICATION AND SOCIAL MEDIA</p> <p>3 0 3 3 6 2490</p>
				<p>Course Description</p> <p><i>This course focuses on interactive communication and the role of social media in contemporary design. It examines how visual design, interaction, and digital content create dynamic communication with audiences, analyzing social media platforms as visual, cultural, and communicative environments.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to equip students with the knowledge and skills to conceptualize and develop interactive visual communication for social media, emphasizing user interaction, content strategy, and visual impact.</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>Analyze the principles of interactive communication in digital environments.</i> 2. <i>Evaluate the role of visual design in social media platforms.</i> 3. <i>Analyze the relationship between content, interaction, and audience.</i>

				<p>4. <i>Develop visual content for interactive communication.</i></p> <p>5. <i>Apply interaction design principles in social media contexts.</i></p> <p>6. <i>Integrate visual communication strategies into digital projects.</i></p> <p>7. <i>Develop and present audience-oriented communication projects.</i></p> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Interactive communication</i> • <i>Social media as a visual environment</i> • <i>Digital content design</i> • <i>Interaction and user experience</i> • <i>Visual communication strategies</i> • <i>Analysis of social media platforms</i> • <i>Practical projects in interactive communication</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through thematic lectures, case study analysis, practical exercises, group work, and projects focused on digital communication.</i></p> <p>Relation to the Program</p> <p><i>This course is directly linked to visual communication, graphic design, and multimedia, preparing students for professional practice in the field of digital media and social networks.</i></p>						
3.	SC	III	10B11S56245	<p>APPLICATIONS AND VISUAL EFFECTS</p> <table border="1"> <tr> <td>3</td> <td>0</td> <td>3</td> <td>3</td> <td>6</td> <td>2491</td> </tr> </table>	3	0	3	3	6	2491
3	0	3	3	6	2491					
				<p>Course Description</p> <p><i>This course focuses on the application of visual effects and the use of digital tools for the creation and manipulation of images in contemporary design. It examines visual effects as both functional and</i></p>						

expressive elements in visual communication, analyzing the interaction between image, motion, and content.

Course Objective

The objective of this course is to equip students with the knowledge and practical skills to use digital applications and visual effects in design projects, emphasizing technical control, visual coherence, and communicative intent.

Learning Outcomes

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

- 1. Analyze the role of visual effects in contemporary visual communication.*
- 2. Analyze the relationship between image, motion, and content.*
- 3. Use digital applications for image creation and manipulation.*
- 4. Apply visual effects in a controlled and functional manner.*
- 5. Integrate visual effects into visual communication and multimedia projects.*
- 6. Develop structured digital visual solutions.*
- 7. Present coherent and professional digital projects.*

Main Course Content

- Visual effects in contemporary design*
- Digital applications for visual processing*
- Image manipulation and composition*
- Visual effects and visual narrative*
- Integration of effects in visual communication*
- Analysis of practical examples*
- Practical projects using visual effects*

				<p>Teaching Methodology</p> <p><i>Teaching is conducted through technical demonstrations, practical exercises, studio work, visual analysis, and individual projects. Students develop projects that emphasize the controlled use of visual effects.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with graphic and multimedia design, visual communication, and digital media, preparing students for professional applications of visual effects in design.</i></p>					
GROUP: C									
2.	SC	III	10B11S56244	ACCESSORIES DESIGN II	3	0	3	6	2492
				<p>Course Description</p> <p><i>This course represents the advanced level of accessory design and builds upon the knowledge and skills acquired in Accessory Design I. It focuses on the development of more complex concepts, the exploration of advanced materials and techniques, and the creation of accessory collections with a clear visual and functional identity.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and produce advanced accessories, by integrating function, aesthetics, material, and visual coherence into more structured and professional projects.</i></p> <p>Learning Outcomes</p> <p><i>Upon completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>Analyze contemporary approaches in advanced accessory design.</i> 					

				<ol style="list-style-type: none"> 2. <i>Evaluate advanced materials and techniques in relation to function and aesthetics.</i> 3. <i>Develop advanced concepts for accessory design.</i> 4. <i>Apply complex techniques and materials in object realization.</i> 5. <i>Create accessory collections with visual and functional coherence.</i> 6. <i>Integrate function, aesthetics, and visual identity into structured projects.</i> 7. <i>Present and justify accessory design projects at a professional level.</i> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Advanced accessory design</i> • <i>Concept and collection development</i> • <i>Advanced materials and techniques</i> • <i>Form, structure, and detail</i> • <i>Accessories in a contemporary context</i> • <i>Analysis of professional examples</i> • <i>Advanced accessory design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through intensive studio work, individual mentoring, practical exercises, visual analysis, and individual projects that emphasize students' professional development.</i></p> <p>Relation to the Program</p> <p><i>This course expands and deepens competencies in accessory design and is linked to fashion design, product design, and contemporary design practices.</i></p>						
3.	SC	III	10B11S56243	FASHION DESIGN II		3	0	3	6	2493

Course Description

This course represents the advanced level of fashion design and builds upon the knowledge and skills acquired in Fashion Design I. It focuses on the development of more complex concepts, the exploration of garment form and structure, and the creation of collections with a clear aesthetic and conceptual identity.

Course Objective

The objective of this course is to develop students' ability to conceptualize and produce advanced fashion design projects, by integrating form, material, function, and visual coherence within structured and professional collections.

Learning Outcomes

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

- 1. Analyze contemporary approaches in advanced fashion design.*
- 2. Evaluate advanced forms, structures, and materials of garments.*
- 3. Develop advanced concepts for fashion design.*
- 4. Apply complex techniques and structures in garment construction.*
- 5. Create fashion collections with aesthetic and conceptual coherence.*
- 6. Integrate form, material, and function into advanced fashion design projects.*
- 7. Present and justify fashion collections at a professional level.*

Main Course Content

- Advanced fashion design*
- Concept and collection development*
- Garment form and structure*
- Advanced materials and techniques*
- Fashion in a contemporary context*

				<ul style="list-style-type: none"> • <i>Analysis of professional examples</i> • <i>Advanced fashion design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through intensive studio work, individual mentoring, practical exercises, visual analysis, and individual projects, with a strong emphasis on professional development.</i></p> <p>Relation to the Program</p> <p><i>This course deepens competencies in fashion design and is connected with textile design, accessory design, and product design, preparing students for advanced professional and creative practice.</i></p>
--	--	--	--	---

COMMON COURSES

4.	O	III	10B11S56242	APPLIED PHOTOGRAPHY II	3	3	6	3	6	2494
----	----------	------------	--------------------	-------------------------------	----------	----------	----------	----------	----------	-------------

				<p>Course Description</p> <p><i>This course focuses on advancing technical and artistic knowledge in photography, including natural and artificial lighting, studio work, portrait photography, filters, macro photography, digital manipulation, as well as the development of photographic essays, recreation of old photographs, and introduction to advanced editing and retouching, as well as the creation of images using alternative processes.</i></p> <p>Course Objective</p> <p><i>The aim of this course is to equip students with professional skills in the use of lighting, filters, and digital techniques, while encouraging exploration through long exposure, reconstruction, and alternative processes, and fostering conceptual abilities and critical thinking in the creation and presentation of photographic projects and visual communication.</i></p>
--	--	--	--	--

Learning Outcomes

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

- 1. Use lighting accurately for professional photography in studio and field.*
- 2. Develop advanced skills in posing and portrait photography using different lighting and filtering techniques.*
- 3. Use macro photography and filters to emphasize details and influence visual perception.*
- 4. Acquire the basics of digital editing and photomanipulation, enabling advanced retouching and creative projects.*
- 5. Create and present structured photographic projects such as photographic essays and conceptual photography.*
- 6. Select and edit photographs to form a consistent conceptual series.*
- 7. Create photographic projects using alternative darkroom processes.*

Main Course Content

- Natural and artificial lighting in photography*
- Portrait photography*
- Use of filters and macro photography*
- Digital image manipulation*
- Photographic essay*
- Recreation of old photographs*
- Advanced editing and retouching*
- Alternative processes in the darkroom*

Teaching Methodology

				<p><i>The course combines theoretical lectures with practical work in studio and field, workshops on lighting, retouching, photomanipulation and photographic recreation, exercises and individual projects, visits to galleries and studios, and presentations and discussions of student projects.</i></p> <p>Relation to the Program</p> <p><i>This course builds on the foundations gained in previous years and is closely related to visual communication, graphic design, and digital media, deepening conceptual approach and advanced application of photography in professional and interdisciplinary design contexts.</i></p>						
5.	O	III	10B11S56241	PRODUCT DESIGN	3	2	5	3	6	2495
				<p>Course Description</p> <p><i>This course examines product design as a creative and functional process aimed at the development of objects for everyday use. It focuses on the relationship between form, function, material, and user, analyzing the product as a response to practical, aesthetic, and social needs.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and produce designed products by integrating functionality, ergonomics, and aesthetics into structured and purposeful 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>Analyze the fundamental principles of product design as a creative and functional process.</i> 2. <i>Analyze user needs and the context of use in product development.</i> 3. <i>Evaluate the relationship between form, function, ergonomics, and aesthetics.</i> 4. <i>Develop concepts for designed products based on practical and social requirements.</i> 5. <i>Apply form, material, and structure in a controlled manner in product development.</i> 6. <i>Produce prototypes/conceptual solutions through the processes of ideation and prototyping.</i> 						

				<p>7. <i>Present and justify product design projects at a professional level.</i></p> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Product design as a design process</i> • <i>Function and ergonomics</i> • <i>Form and material</i> • <i>The process of ideation and prototyping</i> • <i>Product and user</i> • <i>Analysis of existing products</i> <p><i>Practical product design projects</i></p> <p>Teaching Methodology</p> <p><i>Teaching is conducted through thematic lectures, practical work, studio exercises, visual analysis, and individual projects that emphasize process and functional problem-solving.</i></p> <p>Relation to the Program</p> <p><i>This course is linked to accessory design, jewelry design, industrial design, and conceptual design, preparing students for product development in various design contexts.</i></p>						
6.	O	III	10B11S56104	THEORY OF VISUAL ART	2	0	2	2	4	2424
				<p>Course Description</p> <p><i>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.</i></p> <p>Course Objectives</p>						

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.

				<p>Relation to the Program</p> <p><i>This course strengthens the theoretical foundation of the program and supports students' critical and conceptual development in visual art.</i></p>						
7.	O	III	10B11S56240	MARKETING	2	0	2	2	4	2500
				<p>Course Description</p> <p><i>This course addresses the fundamental principles of marketing with a focus on the fields of art, design, and the creative industries. It examines the methods of promoting, positioning, and communicating artistic projects and creative products in both local and international markets.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to understand and apply basic marketing strategies in the presentation and distribution of their creative work.</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. Understand the fundamental principles of marketing within the context of art, design, and the creative industries.</i> <i>2. Analyze the market, audience, and segmentation for creative projects and products.</i> <i>3. Define personal identity and branding in a consistent and clear manner.</i> <i>4. Develop promotional strategies for creative projects with measurable objectives.</i> <i>5. Use digital marketing tools and social media in a planned and strategic way.</i> <i>6. Develop visual and textual communication content for professional presentation.</i> <i>7. Evaluate the results of campaigns/promotions and propose improvements.</i> 						

				<p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Marketing and the creative industries</i> • <i>Audience and market segmentation</i> • <i>Identity and personal branding</i> • <i>Promotional strategies</i> • <i>Digital marketing and social media</i> • <i>Visual presentation and communication</i> • <i>Case studies in art and design</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through thematic lectures, case study analysis, project-based work, and practical exercises.</i></p> <p>Relation to the Program</p> <p><i>This course is linked to professional development, creative management, public art, and the presentation practices of artistic projects.</i></p>								
8.	O	III	10B11S56106	AESTHETIC 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>								

Learning Outcomes

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

- 1. Define basic concepts of aesthetics (beauty, taste, aesthetic judgment, value);*
- 2. Explain major models of aesthetic experience and the evaluation of art;*
- 3. Compare classical and contemporary approaches in aesthetics and their implications;*
- 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

				<i>This course supports the theoretical and philosophical foundation of the program and connects with art theory, philosophy of art, and critical practices.</i>						
9.	Z	III		COURSE 1	2	0	2	2	4	
10.	Z	III		COURSE 2	2	0	2	2	4	
N.N.	O	III	10B11S56357	INTERNSHIP III	50 Hrs/Sem			2	4	2450
<i>Additional Information on Student Support and Engagement</i>										
N.N.	STUDIO / (Technical Support for Students)				8 Hours/Daily					
Total:					25	5	30	30	60	

YEAR IV - SEMESTER VII - VIII

(PER YEAR) / 8 Compulsory Courses (C) + 2 Elective Courses (E)

No.	STATUS	YEAR	COURSE CODE	COURSE NAME	L	P	H	ECTS SEM	ECTS YEAR	COURSE ID
1.	O	IV	10B11S78249	PORTFOLIO DEVELOPMENT AND PROFESSIONAL PRACTICES IN DESIGN	3	3	6	6	12	2496
				<p>Course Description</p> <p><i>This course focuses on students' professional development through the construction of a portfolio and engagement with contemporary practices in the design profession. It guides students in the selection, organization, and presentation of their work, preparing them for the job market, professional collaborations, and further studies.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to support students in preparing a structured and representative portfolio, as well as in developing the professional skills required for practice in the field of graphic and multimedia design.</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>Select works for a representative professional portfolio.</i> 2. <i>Structure a portfolio in a coherent and functional manner.</i> 3. <i>Present their creative identity clearly and consistently.</i> 4. <i>Prepare presentation materials for academic and professional contexts.</i> 						

				<p>5. <i>Apply fundamental principles of professional practice in design.</i></p> <p>6. <i>Communicate their work in a professional and ethical manner.</i></p> <p>7. <i>Evaluate the role of the portfolio in professional development.</i></p> <p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Portfolio as a professional tool</i> • <i>Selection and organization of works</i> • <i>Visual and narrative presentation of projects</i> • <i>Professional ethics and working practices</i> • <i>Design and the job market</i> • <i>Self-presentation and professional communication</i> • <i>Documentation and updating of the portfolio</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through individual mentoring, portfolio reviews, practical work, professional discussions, and structured critiques. Students develop their portfolio throughout the semester.</i></p> <p>Relation to the Program</p> <p><i>This course represents a connecting component between academic studies and professional practice, preparing students for independent work, professional collaborations, and final projects.</i></p>						
2.	O	IV	10B11S78248	<p>AI DESIGN AND SMART TECHNOLOGY</p> <table border="1" style="display: inline-table; vertical-align: middle;"> <tr> <td>3</td> <td>0</td> <td>3</td> <td>3</td> <td>6</td> <td>2497</td> </tr> </table>	3	0	3	3	6	2497
3	0	3	3	6	2497					
				<p>Course Description</p>						

				<p><i>This course examines the use of artificial intelligence and intelligent technologies in the contemporary design process. It analyzes how algorithms, intelligent systems, and advanced digital tools influence visual creation, the creative process, and the relationship between the designer, technology, and the user.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to equip students with conceptual and practical knowledge for integrating artificial intelligence and intelligent technologies into design, encouraging their critical, ethical, and creative use.</i></p> <p>Learning Outcomes</p> <p><i>Upon completion of the course, the student will be able to:</i></p> <ol style="list-style-type: none"> <i>1. Analyze the fundamental principles of artificial intelligence and intelligent technologies in a design context.</i> <i>2. Evaluate the impact of intelligent systems on the creative process and visual production.</i> <i>3. Use AI-based tools for the development of visual concepts and prototypes.</i> <i>4. Apply generative design approaches in a controlled and purposeful manner.</i> <i>5. Integrate intelligent technologies into design projects with clear communication and usage objectives.</i> <i>6. Analyze the human–technology relationship in interaction and user experience.</i> <i>7. Critically reflect on and argue ethical, cultural, and responsibility-related issues in AI-driven design.</i> <p>Main Course Content</p> <ul style="list-style-type: none"> <i>• Artificial intelligence and design</i> <i>• Algorithms and the creative process</i> <i>• AI-based digital tools</i> <i>• Generative design</i> <i>• Human–technology interaction</i>
--	--	--	--	---

				<ul style="list-style-type: none"> • <i>Ethics and responsibility in AI-driven design</i> • <i>Experimental projects with intelligent technologies</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through thematic lectures, technological demonstrations, practical exercises, critical analysis, and individual and group projects that emphasize experimentation and reflection.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with digital design, new media, visual communication, and contemporary design practices, preparing students for the challenges and opportunities of technology-driven design.</i></p>						
3.	O	IV	10B11S78247	DIGITAL IMAGES AND NEW MEDIA	2	2	4	3	6	2498
				<p>Course Description</p> <p><i>The course “Digital Images and New Media” emphasizes the relationship between color, emotion, and visual communication in the context of contemporary photography. Students explore how color influences perception, feeling, and meaning, and develop projects that connect theory with practice. In the second part of the course, the focus shifts to the final project, professional practical work, and the graduation exhibition, preparing students for professional presentation and entry into the job market.</i></p> <p>Course Objective</p> <p><i>The aim of this course is to provide students with both theoretical and practical understanding of color as a communicative and emotional tool, enabling them to use color strategically in diverse photographic contexts, and preparing them for the creation and professional presentation of a final project. The course further aims to encourage critical thinking and artistic independence through research and professional practice.</i></p>						

Learning Outcomes

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

- 1. Apply color theory in an aesthetic and psychological way in photography.*
- 2. Develop projects that connect emotion, theme, and color with personal expression.*
- 3. Recognize and analyze the main genres of contemporary photography.*
- 4. Produce practical work through concrete photographic projects.*
- 5. Adapt photographic work for different digital media platforms.*
- 6. Prepare a professional portfolio and present it publicly in an exhibition.*
- 7. Structure and manage the final project from concept to execution.*

Main Course Content

- Color theory*
- Color as emotion*
- Photographic essay*
- Types of photography*
- Creation of a professional portfolio*
- Practical work*
- Final thesis project for BA defense*

Teaching Methodology

The teaching methodology is based on an integrated approach that combines theory, practice, visual analysis, and the development of conceptual and professional photographic projects. The process develops progressively, from reflection on color, emotion, and visual aesthetics to their application in the final project and professional portfolio.

Relation to the Program

				<i>This course is directly connected to the program by enabling students to build visual identity, develop content for new media, and create projects that combine photography with graphic design and multimedia communication, preparing them for professional practice and presentation in the industry.</i>						
4.	O	IV	10B11S78246	INDUSTRIAL DESIGN	2	2	4	2	4	2499
				<p>Course Description</p> <p><i>This course examines industrial design as a discipline focused on the development of products for mass production, integrating function, form, material, and technological processes. It analyzes the relationship between design, industry, and the user, emphasizing the functional, ergonomic, and aesthetic aspects of industrial products.</i></p> <p>Course Objective</p> <p><i>The objective of this course is to develop students' ability to conceptualize and structure designed industrial products, by integrating requirements of use, production, and aesthetics into functional and sustainable solutions.</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>Analyze the fundamental principles of industrial design as a discipline of mass-produced products.</i> 2. <i>Analyze the relationship between product, user, ergonomics, and production.</i> 3. <i>Evaluate production requirements and their impact on form, material, and structure.</i> 4. <i>Develop concepts for industrial products based on user needs and context.</i> 5. <i>Apply appropriate forms, materials, and structures for manufacturing processes.</i> 6. <i>Integrate functional, aesthetic, and sustainability aspects into design solutions.</i> 7. <i>Present and justify industrial design projects in a professional manner.</i> 						

				<p>Main Course Content</p> <ul style="list-style-type: none"> • <i>Industrial design as a discipline</i> • <i>Function, ergonomics, and the user</i> • <i>Form and material in industrial production</i> • <i>Manufacturing processes</i> • <i>Design and industry</i> • <i>Analysis of existing industrial products</i> • <i>Practical industrial design projects</i> <p>Teaching Methodology</p> <p><i>Teaching is conducted through thematic lectures, studio work, practical exercises, product analysis, and individual projects that emphasize the design process and functional problem-solving.</i></p> <p>Relation to the Program</p> <p><i>This course is connected with product design, accessory design, textile design, and conceptual design, preparing students for professional practice in the field of industrial design.</i></p>						
5.	O	IV	10B01S78105	THEORY OF CONTEMPORARY ART	2	0	2	2	4	2430
				<p>Course Description</p> <p><i>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.</i></p> <p>Course Objectives</p> <p><i>The objective of this course is to enable students to understand and interpret contemporary art through current theoretical and critical frameworks.</i></p>						

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

				<i>This course is essential for understanding contemporary art and supports students' conceptual and critical development within the program.</i>						
6.	O	IV	10B01S78108	ACADEMIC WRITING AND CRITICAL THINKING IN ARTS	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. <i>Draft an academic essay/paper with coherence, logic, and formal language;</i> 6. <i>Apply citation and referencing standards accurately according to the required style;</i> 7. <i>Revise and improve writing through feedback, self-editing, and academic criteria.</i> <p>Course content</p>						

				<ul style="list-style-type: none"> • <i>Academic writing in art</i> • <i>Critical thinking and analysis</i> • <i>Argumentation and text structure</i> • <i>Use of sources and references</i> • <i>Citation styles</i> • <i>Critical reading</i> • <i>Practical writing exercises</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through text analysis, writing exercises, critical discussions, and individual mentoring.</i></p> <p>Relation to the Program</p> <p><i>This course supports the theoretical and research foundation of the program and connects with art theory, aesthetics, and contemporary art studies.</i></p>
7.	O	IV	10B01S78106	<p style="text-align: center;">PHILOSOPHY OF ART</p> <p style="text-align: center;">2 0 2 2 4 2431</p>
				<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>

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

- 1. Identify the main issues in the philosophy of art (the definition of art, authorship, interpretation);*
- 2. Explain major philosophical positions on the nature and function of art;*
- 3. Compare philosophical theories of art and their fundamental arguments;*
- 4. Analyse the relationship between art and reality and the issue of representation;*
- 5. Discuss the links between art, ethics, society, and cultural responsibility;*
- 6. Construct a structured argument (premises–counterargument–conclusion) on a specific debate;*
- 7. Apply philosophical thinking to the interpretation of contemporary art practices.*

Course content

- What is art?*
- The role of the artist*
- Art and reality*
- Art, ethics, and society*
- 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.

8.	Z	IV		COURSE 1	2	0	2	2	4		
9.	Z	IV		COURSE 2	2	0	2	2	4		
10.	O	IV	10B01S78109	DIPLOMA PROJECT - EXHIBITION	2	0	2	3	6	2434	
N.N.	O	IV	10B11S78457	INTERNSHIP IV	50 Hrs/Sem			2	4	2451	
<i>Additional Information on Student Support and Engagement</i>											
N.N.	O	STUDIO / (Technical Support for Students)			8 Hours/Daily						
Total:					23	7	30	30	60		

TABLE B.

YEAR II – III - IV										
ELECTIVE ARTISTIC COURSES										
<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> <p><i>Upon completion, the student will be able to:</i></p>						

				<ol style="list-style-type: none"> 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. <p>Course content</p> <ul style="list-style-type: none"> • Fundamentals of 3D modelling • Digital geometry and form • Materials and textures • Lighting and rendering • Practical 3D projects <p>Teaching and Learning Methods</p> <p>Digital studio practice, technical demonstrations, and individual projects.</p> <p>Relation to the Study Program</p> <p>The course is related to animation, digital art, design, and architecture.</p>						
2.	E	II/III/IV	10B01S34571	ANIMATION BASICS FOR VISUAL ARTISTS	2	0	2	2	4	2513
				<p>Course Description</p> <p>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.</p>						

			<p>Course Objective</p> <p><i>The objective of the course is to provide students with foundational animation knowledge applicable to visual art practices.</i></p> <p>Learning Outcomes</p> <p>Upon completion, the student will be able to:</p> <ol style="list-style-type: none"><i>1. Understand fundamental principles of animation (movement, time, rhythm, sequence);</i><i>2. Plan a simple animated sequence through sketching and storyboarding;</i><i>3. Create simple animated sequences using analogy and/or digital tools;</i><i>4. Use movement as an expressive element in constructing visual meaning;</i><i>5. Apply timing and rhythm to structure the flow of a sequence;</i><i>6. Integrate animation into visual projects in accordance with the concept;</i><i>7. Present animation work in a structured and reasoned manner.</i> <p>Course content</p> <ul style="list-style-type: none"><i>• Principles of animation</i><i>• Time, rhythm, and movement</i><i>• Analog and digital animation</i><i>• Practical animation exercises</i> <p>Teaching and Learning Methods</p> <p><i>Studio-based practice, technical demonstrations, and group critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course provides a foundation for animation, video art, and time-based media.</i></p>
--	--	--	--

3.	E	II/III/IV	10B01S34572	ART AND IDEAS: THEORY OF CONCEPTUAL ART	2	0	2	2	4	2514
<p>Course Description</p> <p><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.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop students' conceptual and critical thinking in art.</i></p> <p>Learning Outcomes</p> <p>Upon completion, the student will be able to:</p> <ol style="list-style-type: none"> 1. <i>Understand the main theories of conceptual art and the role of the idea as a central element;</i> 2. <i>Explain the historical development of conceptual art and its key contexts;</i> 3. <i>Analyse conceptual works by identifying strategies, materials, and forms;</i> 4. <i>Interpret the relationship between concept, documentation, and the presentation of the work;</i> 5. <i>Develop art projects grounded in ideas and process;</i> 6. <i>Justify the conceptual position of one's work in a structured manner;</i> 7. <i>Use writing and documentation as an integral part of conceptual practice.</i> <p>Course content</p> <ul style="list-style-type: none"> • <i>History of conceptual art</i> • <i>The idea as artwork</i> • <i>Documentation and text</i> • <i>Contemporary conceptual practices</i> <p>Teaching and Learning Methods</p>										

				<p><i>Lectures, critical analysis, and conceptual projects.</i></p> <p>Relation to the Study Program</p> <p><i>The course is fundamental to contemporary artistic practice.</i></p>									
4.	E	II/III/IV	10B01S34573	ART AND TECHNOLOGY: THEORY AND APPLICATIONS				2	0	2	2	4	2515
				<p>Course Description</p> <p><i>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.</i></p> <p>Course Objective</p> <p><i>The objective of the course is to develop theoretical understanding and practical competence in the use of technology within artistic practice.</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>Analyse the relationship between art and technology in historical and contemporary contexts;</i> 2. <i>Analyse technology-based art by identifying key media and strategies;</i> 3. <i>Use technology as a medium and creative tool in the artistic process;</i> 4. <i>Apply technological tools purposefully for artistic production;</i> 5. <i>Develop art projects through technology with a clear concept;</i> 6. <i>Evaluate the impact of technology on aesthetic experience and on the communication of the work;</i> 									

				<p>7. Present technology-based projects with theoretical and practical justification.</p> <p>Course content</p> <ul style="list-style-type: none"> • Digital and technological art • Media and technology • Interactive and experimental practices • Technology-based art projects <p>Teaching and Learning Methods</p> <p>Lectures, practical studio work, experimental projects, and critical discussion.</p> <p>Relation to the Study Program</p> <p>The course is connected to digital art, new media, and interdisciplinary artistic practices.</p>									
5.	E	II/III/IV	10B01S34574	BASICS OF DIGITAL PAINTING				2	0	2	2	4	2516
				<p>Course Description</p> <p>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.</p> <p>Course Objective</p> <p>The objective of the course is to develop students' foundational skills in digital painting for artistic and illustrative purposes.</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>Digital studio practice, demonstrations, and individual assignments.</p> <p>Relation to the Study Program</p> <p>The course supports digital art, illustration, and contemporary visual practice.</p>									
6.	E	II/III/IV	10B01S34575	DESIGN AND ILLUSTRATION				2	0	2	2	4	2517
				Course Description									

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.

Course Objective

The objective of the course is to develop students' creative and technical skills in illustration and visual design.

Learning Outcomes

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

- 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

- Illustration fundamentals*
- Visual communication and storytelling*
- Design principles*
- Illustration projects*

Teaching and Learning Methods

Studio work, guided exercises, project development, and critiques.

				Relation to the Study Program						
				<i>The course is related to visual communication, graphic design, and contemporary illustration practice.</i>						
7.	E	II/III/IV	10B01S34576	ENVIRONMENTAL AND INSTALLATION ART	2	0	2	2	4	2518
				Course Description						
				<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>						
				Course Objective						
				<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>						
				Learning Outcomes						
				Upon completion of the course, the student will be able to:						
				<ol style="list-style-type: none"> 1. Analyse environmental art and installation practices in contemporary contexts; 2. Develop spatial artistic concepts connected to environment and audience; 3. Work with space and context to construct site-specific meaning; 4. Select appropriate materials and structures for installation; 5. Create installation projects from idea to spatial realization; 6. Document the process and outcome of an installation at a basic level; 7. Present installation works professionally. 						
				Course content						
				<ul style="list-style-type: none"> • Environmental art • Installation art 						

				<ul style="list-style-type: none"> • <i>Space, site, and context</i> • <i>Installation projects</i> <p>Teaching and Learning Methods</p> <p><i>Studio-based projects, spatial experimentation, and critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course is connected to contemporary art practice, installation, and spatial arts.</i></p>
--	--	--	--	--

--	--	--	--	--	--	--	--	--	--	--

8.	<i>E</i>	<i>II/III/IV</i>	<i>10B01S34577</i>	EXPERIMENTAL CONCEPTS IN THEATRE, FILM AND TV	2	0	2	2	4	2519
<p>Course Description</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>Course Objective</p> <p><i>The objective of the course is to develop experimental thinking and interdisciplinary creativity in audiovisual and performative contexts.</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>Analyse experimental stage and audiovisual forms in theatre, film, and TV;</i> <i>Identify alternative narrative structures and expressive strategies;</i> <i>Analyse visual and performative language in intermedial practices;</i> <i>Develop interdisciplinary concepts for stage and/or audiovisual projects;</i> 										

				<p>5. <i>Apply alternative narrative approaches in project construction;</i></p> <p>6. <i>Create experimental projects that combine media and expressive forms;</i></p> <p>7. <i>Reflect critically on media practices and on one's own outcomes.</i></p> <p>Course content</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> <i>• Interior design projects</i> <p>Teaching and Learning Methods</p> <p><i>Lectures, design exercises, project development, and critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course is related to design, architecture, and spatial art practices.</i></p>						
10.	E	II/III/IV	10B01S34579	INTERSECTION OF ART AND ARCHITECTURE	2	0	2	2	4	2521

Course Description

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.

Course Objective

The objective of the course is to develop students' understanding of spatial thinking across art and architecture.

Learning Outcomes

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

- 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.*

Course content

- Art and architectural space*
- Spatial concepts*
- Interdisciplinary practices*
- Case studies*

Teaching and Learning Methods

				<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>									
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"> <i>1. Conceptualize multimedia projects with clear structure and purpose;</i> <i>2. Develop artistic and conceptual direction for multimedia content;</i> <i>3. Direct visual and audiovisual elements in accordance with the concept;</i> <i>4. Coordinate sound, visual, and interactive elements into a functional whole;</i> <i>5. Manage creative processes at a basic level (roles, phases, deadlines);</i> <i>6. Document the project process and key directorial decisions;</i> <i>7. 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><i>Upon completion of the course, the student will be able to:</i></p>										

1. Use basic video equipment (camera, audio, lighting) functionally;
2. Carry out basic shooting while respecting framing and exposure;
3. Record basic sound and understand its role in video quality;
4. Perform basic editing and organize footage into meaningful sequences;
5. Apply principles of visual storytelling in the narrative structure of video;
6. Produce short videos with a clear concept (artistic and/or documentary);
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

				<i>The course is directly related to visual arts, new media, digital art, and interdisciplinary contemporary practices, expanding students' conceptual and technological competencies.</i>						
2.	E	II/III/IV	10B01S34583	ART AND INTEGRATED XR	2	0	2	2	4	2525
<p>Course Description</p> <p><i>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.</i></p> <p><i>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.</i></p> <p>Course Objective</p> <p><i>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.</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>Analyse the basic principles of VR, AR, and MR in the context of art;</i> 2. <i>Interpret immersive experience as a form of contemporary artistic practice;</i> 3. <i>Apply XR technologies in the creation of artistic works;</i> 4. <i>Explore the relationship between virtual and physical space;</i> 5. <i>Use XR as a narrative and conceptual tool;</i> 6. <i>Develop interactive and immersive artistic projects;</i> 										

				<p>7. <i>Present and critically justify XR projects in a professional manner.</i></p> <p>Course content</p> <ul style="list-style-type: none"> • <i>XR in contemporary art</i> • <i>Virtual, augmented, and mixed reality</i> • <i>Immersive spaces and interaction</i> • <i>Body, perception, and technology</i> • <i>Digital installation and interactive experience</i> • <i>XR-based artistic projects</i> <p>Teaching and Learning Methods</p> <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>
--	--	--	--	--

--	--	--	--	--	--	--	--	--	--	--

3.	E	II/III/IV	10B01S34584	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><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>
--	--	--	---

				Relation to the Study Program						
				<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>						
4.	E	II/III/IV	10B01S34585	COPYRIGHT ESSENTIALS FOR CREATORS	2	0	2	2	4	2527
				Course Description						
				<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>						
				<i>The course objectives to provide students with practical knowledge of creators' rights and obligations, as well as methods for protecting artistic works.</i>						
				Course Objective						
				<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>						
				Learning Outcomes						
				Upon successful completion of the course, the student will be able to:						
				<ol style="list-style-type: none"> 1. Analyse the basic principles of copyright in art; 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; 						

				<p>7. <i>Argue issues related to the legal protection of creative practice.</i></p> <p>Course content</p> <ul style="list-style-type: none"> • <i>Principles of copyright law</i> • <i>Moral and economic rights</i> • <i>Authorship and co-authorship</i> • <i>Licensing and use of artistic works</i> • <i>Copyright in the digital environment</i> • <i>Case studies and legal analysis</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, case study analysis, discussions, and practice-oriented exercises.</i></p> <p>Relation to the Study Program</p> <p><i>The course directly supports professional artistic practice and contributes to the responsible and legally protected development of creativity within the visual arts program.</i></p>
--	--	--	--	---

--	--	--	--	--	--	--	--	--	--	--

5.	E	II/III/IV	10B01S34586	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

				<i>The course is connected to visual arts, cultural management, curatorial practice, and the international context of contemporary art.</i>						
6.	E	II/III/IV	10B01S34587	CURATORIAL STUDIES	2	0	2	2	4	2529
<p>Course Description</p> <p><i>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.</i></p> <p>Course Objective</p> <p><i>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.</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. Analyse the role and responsibilities of the curator in visual arts;</i> <i>2. Interpret contemporary curatorial practices;</i> <i>3. Conceptualize exhibition projects using a critical approach;</i> <i>4. Construct a structured curatorial narrative;</i> <i>5. Organize and manage curatorial projects;</i> <i>6. Evaluate the relationship between the artwork, the exhibition space, and the audience;</i> <i>7. Critically reflect on the curatorial process.</i> <p>Course content</p>										

				<ul style="list-style-type: none"> • <i>History and theory of curatorship</i> • <i>The role of the curator</i> • <i>Exhibition-making</i> • <i>Curatorial narrative</i> • <i>Exhibition spaces and audiences</i> • <i>Practical curatorial projects</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is carried out through lectures, exhibition analysis, project-based work, and structured critiques.</i></p> <p>Relation to the Study Program</p> <p><i>The course is essential for visual arts studies and directly connected to gallery practice, professional development, and art management.</i></p>						
7.	E	II/III/IV	10B01S34588	GAME THEORY	2	0	2	2	4	2530
				<p>Course Description</p> <p><i>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.</i></p> <p><i>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.</i></p> <p>Course Objective</p>						

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*
- Cooperative and non-cooperative games*
- Strategies and equilibrium*
- Rational decision-making*
- Applications in art, culture, and society*
- Analytical exercises and case studies*

Teaching and Learning Methods

Teaching is conducted through lectures, analytical exercises, discussions, and case study analysis.

Relation to the Study Program

The course supports the development of critical and analytical thinking and is related to cultural

				<i>management, cultural diplomacy, and strategic practices in art.</i>						
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"> 1. <i>Analyse the basic concepts of gender studies within the context of visual art;</i> 2. <i>Interpret representations of gender and identity in historical and contemporary artworks;</i> 3. <i>Evaluate the impact of art on the construction and challenging of gender norms;</i> 4. <i>Analyse the relationship between the body, identity, and visual politics;</i> 5. <i>Apply gender theory in the critical analysis of artworks;</i> 6. <i>Develop critical arguments on equality, diversity, and inclusion in art;</i> 7. <i>Articulate contemporary approaches to gender and art in a structured academic manner.</i> <p>Course content</p> <ul style="list-style-type: none"> • <i>Gender theory and art</i> • <i>Gender representation in art history</i> 						

				<ul style="list-style-type: none"> • <i>The body, identity, and visual politics</i> • <i>Feminism and contemporary art</i> • <i>Case studies and visual analysis</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, analysis of texts and artworks, structured discussions, and analytical essays.</i></p> <p>Relation to the Study Program</p> <p><i>The course is related to art theory, contemporary visual practice, and cultural studies.</i></p>						
9.	E	II/III/IV	10B01S34591	<p style="text-align: center;">INTERSECTION OF ART AND NATURE</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%; text-align: center;">0</td> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%; text-align: center;">4</td> <td style="width: 10%; text-align: center;">2532</td> </tr> </table> <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. <i>Analyse the relationship between art and nature across different artistic contexts;</i> 	2	0	2	2	4	2532
2	0	2	2	4	2532					

				<p>2. Interpret ecological and environmental artistic practices;</p> <p>3. Evaluate representations of nature in historical and contemporary art;</p> <p>4. Apply ecological materials and concepts in artistic practice;</p> <p>5. Develop environmentally sensitive artistic projects;</p> <p>6. Analyse the role of art in environmental awareness;</p> <p>7. Argue the role of art within contemporary ecological discourse.</p> <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
				Course Description						

			<p><i>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.</i></p> <p><i>Course Objective</i></p> <p><i>The objective of the course is to equip students with theoretical tools for critical analysis and interpretation of artworks through semiotic approaches.</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. Analyse the basic concepts of semiotics in visual arts;</i><i>2. Interpret signs and symbols in artworks;</i><i>3. Analyse the image as a system of signs and cultural meanings;</i><i>4. Apply semiotic methods in the analysis of artworks;</i><i>5. Construct structured visual interpretations;</i><i>6. Compare different semiotic approaches in art;</i><i>7. Argue semiotic analyses in a critical and academic manner.</i> <p><i>Course content</i></p> <ul style="list-style-type: none"><i>• Introduction to semiotics</i><i>• Sign, symbol, and meaning</i><i>• Semiotics of the image</i><i>• Visual and cultural analysis</i><i>• Case studies in art</i> <p><i>Teaching and Learning Methods</i></p>
--	--	--	---

				<p><i>Teaching is conducted through lectures, image analysis, interpretive exercises, and structured discussions.</i></p> <p>Relation to the Study Program</p> <p><i>The course is related to art theory, art criticism, and visual analysis.</i></p>
--	--	--	--	--

--	--	--	--	--	--	--	--	--	--	--

11.	E	II/III/IV	10B01S34593	TRADITIONAL ARTS	2	0	2	2	4	2534
------------	----------	------------------	--------------------	-------------------------	----------	----------	----------	----------	----------	-------------

Course Description

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.*

				<p>Course content</p> <ul style="list-style-type: none"> • <i>Traditional art and culture</i> • <i>Traditional techniques and materials</i> • <i>Symbolism and identity</i> • <i>Cultural heritage</i> • <i>Ethnographic case studies</i> <p>Teaching and Learning Methods</p> <p><i>Teaching is conducted through lectures, visual analysis, research work, and structured discussions.</i></p> <p>Relation to the Study Program</p> <p><i>The course is related to cultural anthropology, art history, and contemporary artistic practice.</i></p>
--	--	--	--	--

--	--	--	--	--	--	--	--	--	--	--

12.	E	II/III/IV	10B01S34594	VISUAL ANTHROPOLOGY	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><i>Upon successful completion of the course, the student will be able to:</i></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><i>Course content</i></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><i>Teaching and Learning Methods</i></p> <p><i>Teaching is conducted through lectures, film and image analysis, research work, and practical projects.</i></p> <p><i>Relation to the Study Program</i></p> <p><i>The course is related to visual arts, photography, video art, and cultural studies.</i></p>
--	--	--	--