

| Recommended Curriculum for Academic Year 2023 / 2024                            |               |         |                         |              |               |             |
|---------------------------------------------------------------------------------|---------------|---------|-------------------------|--------------|---------------|-------------|
| Graphic Design MA                                                               |               |         |                         |              |               |             |
| Course-unit                                                                     | Prerequisites | Lecture | Practical class/seminar | Requirements | Credit points | INSTITUTION |
| Semester 1                                                                      |               |         |                         |              |               |             |
| Contemporary Art Theory                                                         |               | 2       | 0                       | E            | 4             | ELM         |
| Social Philosophy and Art                                                       |               | 2       | 0                       | E            | 4             | ELM         |
| Basics of the Graphic Design Thinking (Research Methods in the Graphic Design)  | -             | 4       | 0                       | E            | 5             | VIK         |
| Typography Design Theory                                                        |               | 4       | 0                       | E            | 5             | VIK         |
| Graphic Design Studies 1. (Practice in Mediatechnology)                         |               | 0       | 4                       | P            | 5             | VIK         |
| Creative Visual Communication Practice                                          |               | 0       | 4                       | P            | 5             | VIK         |
| University Seminar                                                              |               | 0       | 2                       | P            | 0             | INY         |
| Project Week 1. (Graphic Design MA)                                             |               | 0       | 2                       | P            | 0             | VIK         |
| Start My Brand (Art)                                                            |               | 0       | 2                       | TR           | 0             | TREK        |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
| Frame of optional subjects                                                      |               |         |                         |              | 0             |             |
|                                                                                 |               |         |                         |              |               |             |
| Total                                                                           |               | 12,0    | 14,0                    |              | 28            |             |
| Special Requirements of Admission to the Specialization Beginning in Semester 2 |               |         |                         |              |               |             |
| Graphic Design Studies 1. (Practice in Mediatechnology)                         |               | 0       | 4                       | P            | 5             | VIK         |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
| One Shall Complete these Subjects in order to be Admitted to the Specialization |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
|                                                                                 |               |         |                         |              |               |             |
| Semester 2                                                                      |               |         |                         |              |               |             |
| Critical Cultural Theory                                                        | -             | 2       | 0                       | E            | 4             | ELM         |
| Sustainability from an Anthropological Perspective                              |               | 2       | 0                       | E            | 4             | ELM         |
| Graphic Design Studies 2. (Corporate Identity)                                  |               | 0       | 4                       | P            | 5             | VIK         |
| Integrated Design                                                               |               | 0       | 4                       | P            | 5             | ELM         |
| Project Week 2. (Graphic Design MA)                                             |               | 0       | 2                       | P            | 0             | VIK         |
|                                                                                 |               |         |                         |              |               |             |
| Subjects of the Specialisation                                                  |               | 0,0     | 8,0                     |              | 10,0          |             |
|                                                                                 |               |         |                         |              |               |             |
| Frame of optional subjects                                                      |               |         |                         |              | 4             |             |
|                                                                                 |               |         |                         |              |               |             |
| Total                                                                           |               | 4,0     | 18,0                    |              | 32            |             |
| Graphic Design specialization                                                   |               |         |                         |              |               |             |
| Creative Graphic Design Studies 1.: Experimental Design, Data Visualization     |               | 0       | 4                       | P            | 5             | VIK         |
| Graphic Design Studio Practice 1.: Identity and Graphic Design                  |               | 0       | 4                       | P            | 5             | VIK         |
|                                                                                 |               |         |                         |              |               |             |

|                                                                            |                                                                             |             |             |   |            |     |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------|-------------|---|------------|-----|
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Total</b>                                                               |                                                                             | <b>0,0</b>  | <b>8,0</b>  |   | <b>10</b>  |     |
| <b>Graphic Art Specialization</b>                                          |                                                                             |             |             |   |            |     |
| Creative Graphic Art Practice 1.: Experimental Graphic                     |                                                                             | 0           | 4           | P | 5          | VIK |
| Graphic Art Studio Practice 1.: Printmaking                                |                                                                             | 0           | 4           | P | 5          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Semester 3</b>                                                          |                                                                             |             |             |   |            |     |
| Communication Studies                                                      | -                                                                           | 2           | 0           | E | 4          | ELM |
| <b>Law and Economy</b>                                                     | -                                                                           | 2           | 0           | E | 4          | ELM |
|                                                                            |                                                                             |             |             |   |            |     |
| Project Week 3. (Graphic Design MA)                                        |                                                                             | 0           | 2           | P | 0          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Subjects of the Specialisation</b>                                      |                                                                             | <b>0,0</b>  | <b>10,0</b> |   | <b>17</b>  |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Frame of optional subjects</b>                                          |                                                                             |             |             |   | <b>8</b>   |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Total</b>                                                               |                                                                             | <b>2,0</b>  | <b>12,0</b> |   | <b>33</b>  |     |
| <b>Graphic Design specialization</b>                                       |                                                                             |             |             |   |            |     |
| Graphic Design Studies 3.: Branding                                        | Graphic Design Studies 2. (Corporate Identity)                              | 0           | 4           | P | 5          | VIK |
| Graphic Design Studio Practice 2.: Pre-Diploma Presentation Practice       | Graphic Design Studio Practice 1.: Identify and Graphic Design              | 0           | 6           | P | 7          | VIK |
| Creative Graphic Design Studies 2.: Printed Media and Webdesign            | Creative Graphic Design Studies 1.: Experimental Design, Data Visualization | 0           | 4           | P | 5          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Total</b>                                                               |                                                                             | <b>0,0</b>  | <b>10,0</b> |   | <b>17</b>  |     |
| <b>Graphic Art Specialization</b>                                          |                                                                             |             |             |   |            |     |
| Graphic Design Studies 3.: Branding (Graphic Art Specialization)           | Graphic Design Studies 2. (Corporate Identity)                              | 0           | 4           | P | 5          | VIK |
| Graphic Art Studio Practice 2.: Pre-Diploma Presentation Practice          | Graphic Art Studio Practice 1.: Printmaking                                 | 0           | 6           | P | 7          | VIK |
| Creative Graphic Art Practice 2.: Printed Media, Illustration, Book Design | Creative Graphic Art Practice 1.: Experimental Graphic                      | 0           | 4           | P | 5          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Semester 4</b>                                                          |                                                                             |             |             |   |            |     |
| Diploma project                                                            |                                                                             | 0           | 12          | P | 20         | VIK |
| Project Week 4. (Graphic Design MA)                                        |                                                                             | 0           | 2           | P | 0          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Subjects of the Specialisation</b>                                      |                                                                             | <b>0,0</b>  | <b>6,0</b>  |   | <b>7</b>   |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Frame of optional subjects</b>                                          |                                                                             |             |             |   | <b>0</b>   |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Total</b>                                                               |                                                                             | <b>0,0</b>  | <b>20,0</b> |   | <b>27</b>  |     |
| <b>Graphic Design specialization</b>                                       |                                                                             |             |             |   |            |     |
| Special Graphic Design Studies: Complex Design                             |                                                                             | 0           | 6           | P | 7          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Graphic Art Specialization</b>                                          |                                                                             |             |             |   |            |     |
| Special Graphic Art Studies: Complex Design                                |                                                                             | 0           | 6           | P | 7          | VIK |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
|                                                                            |                                                                             |             |             |   |            |     |
| <b>Total</b>                                                               |                                                                             | <b>18,0</b> | <b>64,0</b> |   | <b>120</b> |     |
| <b>Frame of Optional Subjects</b>                                          |                                                                             |             |             |   | <b>12</b>  |     |