7th LEVEL – Master of Arts

MA of Graphic Design and Multimedia Art

English language program.

1st SEMESTER

Interdisciplinary Methodology 1   IM1

The lecture is devoted to methods of conducting an interdisciplinary master's project based on preparatory research. Different ways of acquiring knowledge and the stages of the design process are discussed. It prepares for the realization of the major project. During the classes, individual student projects and progress in the research are discussed. Case studies and good practices are presented.

Academic Writing 1 in English   AWMA1

Classes prepare for the creation of academic essay at the advanced, master level. During the lectures, methods of creating academic documents are presented. References, processing and developing the content of the thesis essay are discussed and implemented step by step.

Health and Safety   HASMA

This is a short course outlining the health and safety regulations applicable to the artist and design profession.

Research Advisory Meetings 1   RAM1

The work is done in seminar mode, based on individual or group consultations. Components of the master's project are discussed. As a result of the class, at the end of the 1st semester, students select a mentoring team members, to take charge of the thesis project and support its development in the following two semesters.

Tools and Technology   TAT

The purpose of the lecture is to introduce contemporary computer tools, used in design work and the creative industry. The lecture prepares you for further laboratory work and helps you make decisions on tools and technology useful to your planned major project.

LAB 1 XR   LAB1XR

Classes include learning advanced tools and technologies to create XR, VR, AR and game design projects. Students work on individual thesis content. The aim of these classes is to combine theoretical knowledge and professional practice.

LAB 2 UX   LAB2UX

The class introduces learning advanced User Experience Design processing, tools and technologies, useful in implementing the practical part of the diploma project.

LAB 3 AI   LAB3AI

The lab work prepares you to use the artificial intelligence component in your projects. Exercises with neural networks, allow you to work on your own with this technology.

International Workshops 1 on Art & Design1   IDW1

During the workshop, the students, together with invited lecturers, solve a variety of design problems in an international creative environment. The workshops prepare them to work together in interdisciplinary creative teams. *Social Design* workshops are held in October and November, *Text-based Communication* in December, and *Creativity* in January.

2nd SEMESTER

Integrated Design Strategies   IDS

Lecture and exercises prepare students to work and implement their own projects in a real professional environment. People representing the creative industry, cultural institutions and creative studios are invited to meet with students. During the classes, cases are discussed and scenarios for their own realizations are prepared.

Academic Writing 2 in English   AWMA2

During the course, the students focus on working on an individual thesis essay. They discuss the structure and stylistic, grammatical, and linguistic aspects of the document.

Research Advisory Meetings 2   RAM2

The meetings support research for the project and the acquisition of materials for the final essay is carried out in seminar mode, based on individual consultations. In one-on-one meetings, details of the content of the master's essay are discussed with a selected mentor.

IT Advisory Meetings 1   ITAM1

Meetings with selected mentors of the IT component are used for individual development of diploma projects. Consultations are held one-on-one to support the student most effectively in achieving the intended project goals.

Elective LAB 1 XR2   LAB1XR2

The student chooses it as one of the 3 possible labs, according to the guidelines agreed with the promoter team, supporting the workshop development of the master's project.

The goal of the class is to select tools and technologies to implement selected XR, VR, AR components or to support the designed game.

Elective LAB 2 UX2   LAB2UX2

The student chooses it as one of the 3 possible labs, according to the guidelines agreed with the promoter team, supporting the workshop development of the master's project. The goal of the class is to select tools and technologies that enable the realization of a diploma with a strong User Experience Design component.

Elective LAB 3 AI2   LAB3AI2

The student chooses it of the 3 possible labs, according to the guidelines agreed with the promoter team, supporting the workshop development of the master's project. The goal of the class is to support the application of the AI component – artificial intelligence.

Elective International Workshops 2 on Art & Design2   IDW2

Studying Person choose one of 4 elective, international workshops to develop the skills needed for their graduation project. The posible are: *Interaction Design* in March, *Cross-cultural Design* in April or May and *Motion Image* in June.
The goal is to prepare the student in-depth to collaborate in solving a variety of design problems, in an international creative environment, in creative teams.

Art And Design Advisory Meetings 1   ITAM1

Meetings with selected mentors for the art component are used for individual development of diploma projects. Consultations are held one-on-one to support the student most effectively in achieving the intended project goals.

3rd SEMESTR
Entrepreneurship and Law Strategies   ELS

The lecture and assignments develop knowledge of entrepreneurship and copyright law. It supports in creating own business plans, in the job market navigating and obtaining grants for intended projects and artistic activities.

Academic Writing 3 in English   AWMA3

The class supports final editing of the essay in English and prepares for publication.

Research Advisory Meetings 3   RAM3

Individual consultations with a mentor supporting the theoretical part of the diploma are used to complete the essay.

IT Advisory Meetings 2   ITAM2

Meetings with a selected IT component mentor help to successfully complete the practical work.

Art And Design Advisory Meetings 2   ITAM2

Individual meetings with a selected mentor for the artistic component lead towards the completion of the thesis in its artistic or design part and the presentation of the whole to the evaluation committee.