**CHANGES AND AMENDMENTS TO THE STUDY PROGRAMME**

**Graduate University Study** **of Visual Communications Design**

SPLIT, October 2014

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| **COURSE TITLE** | **Design Theory** |
| **Code** | UAD701 | Year of Study | 1/I. |
| **Name of Lecturer** | Associate Professor Dejan Kršić | ECTS value | 3 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 0 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Introduction and interpretation of concepts in the field of design theory. Understanding and gaining ability to analyse the properties and design mode of action in the contemporary context. Training for scientific research work and specialization within the profession. Creative linking of theoretical and design knowledge and skills. Developing critical thinking about design in the contemporary social context and the role of design profession.  |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of graduate studies  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Discourses of Design final exam, the students will be able to:1. Independently use professional literature Name, identify and explain the basic concepts related to the historical development, forms and principles of design functioning.2. Develop the skills for analysing analyse works and design products. Evaluate design process results .3. Link design practice with theoretical terms and concepts in a specific social context.4. Devise research project. Do research and interpret results through individual work Design the project as a visual essay form.  |
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| **COURSE TITLE** | **Information Design 1**  |
| **Code** | UAD702 | Year of Study | 1/I. |
| **Name of Lecturer** | Dr. Jelena Zanchi, PhD, Senior Lecturer | ECTS value | 3 |
| Associates | Nikša Vukša, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 10 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | The student will be able to: analyse the urban system using specific methods of research; assess its characteristics; select necessary interventions to interpret, clarify or modify the way of using the space. |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Analyse the specificities of urban context
2. Interpret analysis results and the data collected
3. Set out signage strategy
4. Define necessary information
5. Define locations where information should be provided
6. Define signage users
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| **COURSE TITLE** | **Research Methods in Design** |
| **Code** | UAD703 | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Igor Čaljkušić | ECTS value | 3 |
| Associates | Ph.D. Valerija Barada, Senior Assistant, Research Associate | Teaching (number of hours per semester) | L | S | E | T |
| 30 |  | 15 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Applied quantitative and qualitative research methods (statistical and demographic indicators, surveys, descriptive statistics, ethnography, interviews, observing with and without participating, visual analysis). Case study research strategy. Research planning and focused collecting of empirical material in order to develop the designer task. Data processing and drawing conclusions. Presentation of research findings. |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed the exam, the students will be able to:1. Distinguish the methods of collecting, organizing and processing quantitative and qualitative data.
2. Evaluate the suitability of applied quantitative and qualitative research methods for each designer task.
3. Design and collect relevant data for a smaller scale research.
4. Analyse data on collected template in oral and written form.
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| **COURSE TITLE** | **Visual Communication Design 1** |
| **Code** | UAD704 | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Maris Cilić | ECTS value | 6 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | To gain knowledge and skills for creating a successful illustration in visual communication media. In addition to design skills and knowledge, develop perceptive, analytical and critical competences. Encourage personal access to the conceptual solving of visual problems / tasks. Participate in and understand team work. Present own work to general and professional audiences in a critical and elaborated way. |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Visualisation and Illustration 1 exam, the students will be able to:1. Develop and create a concept in visual communications media .
2. Visualise and illustrate more complex contents
3. Apply illustration to graphic products
4. Participate in group multidisciplinary projects
5. Present own work to general and professional audiences in a critical and elaborated way.
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| **COURSE TITLE** | **DESIGNING 1** |
| **Code** | UAD705 | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Ljubica Marčetić Marinović | ECTS value | 6 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | The objective of the course is to encourage students to analytically observe social interactions, and train them to independently observe the centre of the problem, delays, benefits or needs towards defining objective starting points for the creation of innovative, functional and cost-effective solutions. |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | By analysing human activities or conditions, the students will be able to:Identify biological and social needs causing them Single out, analyse and evaluate the key factors affecting the character and quality of the observed phenomena. On the basis of objective starting points, design a proposal for a proactive quality improvement of the life of individuals, social categories or communities. Present and elaborate on project task solution |
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| **COURSE TITLE** | **Visualisation and Illustration 1** |
| **Code** | UAD706 | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Maris Cilić | ECTS value | 3 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 10 | 20 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | To gain knowledge and skills for creating a successful illustration in visual communication media. In addition to design skills and knowledge develop perceptive, analytical and critical competences. Encourage personal access to the conceptual solving visual problems / tasks. Participation in and understanding team work. Present own work to general and professional audiences. |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Visualisation and Illustration 1 exam, the students will be able to:1. Develop and create a concept in visual communications media.
2. Visualise and illustrate more complex contents
3. Apply illustration to graphic products
4. Participate in group multidisciplinary projects
5. Present own work to general and professional audiences.
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| **COURSE TITLE** | **Character Design 1** |
| **Code** | UAD707 | Year of Study | 1/I. |
| **Name of Lecturer** | Assist. Ph.D. Nikola Đurek | ECTS value | 6 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Training for research work, as well as specialization in the field of designing characters and final fonts. The objective of the course is to introduce students to the methodology of "designing characters". through a series of interrelated exercises, lectures and research work,  |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Identify concepts typographical form2. Question typographic forms and functions from designing characters. 3. Explain the logic of character form, particular those resulting from writingbut also, take into account the purpose of the character formed. 4. Analyse the parameters whose deep understanding is necessary for dealing seriously with typography, including graphic design. |
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| **COURSE TITLE** | **Typographic Design 1** |
| **Code** | UAD708 | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Igor Čaljkušić | ECTS value | 6 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Broaden knowledge and skills acquired in the field of typography and master the typography design in the field of various media. In addition to typographic design skills and knowledge develop perceptive, analytical and critical skills. Encourage personal approach to conceptual solving of typographic problems / tasks so that the students develop personal approach and own typographic language through .free experimenting to given and self-initiated topics Understanding and ability to analyse the properties and typography mode of action as means of visual communucation in media context |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Typographic Design 1 final exam, the students will be able to:1. Draft, plan, run and analyse highly complex typographic projects independently2. Analyse the brief Identify basic requirements and problems. Critically evaluate initial ideas and sketches. Present and elaborate on own typographic solutions3. Apply knowledge skills and principles of typography design when designing highly demanding projects. (exhibitions, spatial signage, web projects, series of books, packaging ...)4. Synthesis of knowledge and skills gained in other theoretical and practical courses in typographic designing of means of visual communications |
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| **COURSE TITLE** | **Calligraphy 1** |
| **Code** | UAD709 | Year of Study | 1/I. |
| **Name of Lecturer** | Assist. Ph.D. Nikola Đurek | ECTS value | 3 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 15 | 5 | 15 |  |
| Type of Course | elective | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Mastering basic calligraphic techniques and their application and if necessary applying them to other media (web, news, etc.). Calligraphy course is conceived as a support to Character Design I and II.course  |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Question the design of characters and drawing characters complementary, and in parallel from the very calligraphic writing.
2. Acquire two basic calligraphic techniques through a series of interrelated exercises
3. Digitally process calligraphic writing
4. Have the ability of applying calligraphic elements to individual medium through digitization, or some other prepress.
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| **COURSE TITLE** | **Basics of computer animation 1** |
| **Code** | UAA20M | Year of Study | 1/I. |
| **Name of Lecturer** | Assistant Professor Veljko Popović | ECTS value | 3 |
| Associates | Natko Stipaničev, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 0 | 15 | 0 |
| Type of Course | Compulsory | Percentage of e-learning  | 0 |
| **COURSE DESCRIPTION** |
| Objectives | Introduction to the basics of computer 3d animation |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Gain knowledge of basics of working in 3d computer programme.
2. Develop 3D props
3. Develop 3D scenes
4. Set up virtual cameras and lighting
5. Render content from a 3d computer program suitable for editing.
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| **COURSE TITLE** | **Film Photography 1** |
| **Code** | UAD70A | Year of Study | 1/I. |
| **Name of Lecturer** | Mirko Pivčevič | ECTS value | 3 |
| Associates | Vicko Vidan | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 0 | 15 | 0 |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Synthesis of knowledge and skills gained in previous photography courses. Research, develop and create a selected theme through photography |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | Devise a project.Research project through historyResearch project through societySelect a photographic technique required for shooting.Develop a project.Present a project. |
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| **COURSE TITLE** | **Programming Interactive Computer Graphics** |
| **Code** | UAD70B | Year of Study | 1/I. |
| **Name of Lecturer** | Natko Stipaničev, Assistant | ECTS value | 3 |
| Associates | Maja Braović | Teaching (number of hours per semester) | L | S | E | T |
| 15 | 5 | 15 |  |
| Type of Course | elective | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | After this course, the students will understand the methods and principles of programming interactive computer graphics. They will be able to independently develop and run (programme) simple projects (applications) containing interactive computer graphics using a variety of available open source development tools.  |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Name, identify and explain the basic concepts related to methods and principles of programming interactive computer graphic. 2. Name, identify and explain the principles of designing projects of interactive computer graphics.3. Independently develop and run (programme) simple projects (applications) containing interactive computer graphics. 3. Name, identify and explain the basic concepts related to Processing programming language.4. Use Processing programming language in implementing interactive computer graphics projects . |
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| **COURSE TITLE** | **Interaction Design 1** |
| **Code** | UAD70C | Year of Study | 1/I. |
| **Name of Lecturer** | Assist.Prof. Ph.D Ivica Mitrović | ECTS value | 6 |
| Associates | Luka Vidoš, Assist.Oleg Šuran, Assist. | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 25 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Synthesis of knowledge and skills gained during previous schooling in the field of interaction design. Learn to conduct designer research as a project preparation. Master the process of designing interaction interface (through digital technology). Master the methods and techniques of producing a prototype. Master the methodology of evaluating interaction interface . |
| Enrolment requirements and entry competences required for the course | Passed entrance exam for enrolment to the first year of VCD graduate studies |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Synthesise knowledge and skills gained during previous schooling in the field of interaction design.3. Plan designer process (through design brief).4. Devise project task.5. Design interaction interface (through digital technology).6. Apply the methodology of designer research in preparing the project.7. Use the methods and techniques of producing a prototype.8. Evaluate the prototype in accordance with the corresponding methodology.9. Organize and present documentation. |
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Elective courses

Courses in other modules

Elective courses from UMAS and UNIST

**Second semester**

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| **COURSE TITLE** | **Management in Creative Industries** |
| **Code** | UAD801 | Year of Study | 1/II. |
| **Name of Lecturer** | Associate Professor Dejan Kršić | ECTS value | 3 |
| Associates | Ivet, Čurin, Professional Associate | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 0 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Acquisition of concepts and basic skills in the field of marketing in culture. Understanding the basic concepts and contemporary trends in the field of of creative and cultural industries. Introduction to basic forms of organising professional work, its legal framework and professional ethics. Developing practical skills of writing CVs, letters, applications and reports.Training for drafting, preparation and presentation of project proposals and other documents altogether necessary in communication with potential audiences, clients, institutions and funders. |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of VCD graduate study  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Management in Creative Industries final exam, the students will be able to:1. Name, identify and explain the basic concepts related to the field of marketing in culture and creative industries. 2. Create a portfolio and present own work in oral and written form. 3. Identify and understand the differences and comparative benefits of different forms of organising business operations in field of creative industries.4. Acquire the basics of ethical behaviour in professional designer activity.5. Devise a project in the field of culture through independent work, realize project documentation required for financing and project presentation to clients, funders and the public. |
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| **COURSE TITLE** | **Information Design 2** |
| **Code** | UAD802 | Year of Study | 1/II. |
| **Name of Lecturer** | Ph.D Dr. Jelena Zanchi, PhD, Senior Lecturer | ECTS value | 3 |
| Associates | Nikša Vukša, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 10 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Bring the signage system project to the performing level.  |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Information Design 1 course programme (signed by the lecturer)  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Graphically design the signage system
2. Design elements where signage will be placed
3. Choose materials
4. Evaluate the costs and works necessary for performance
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| **COURSE TITLE** | **Design and Society** |
| **Code** | UAD803 | Year of Study | 1/II. |
| **Name of Lecturer** | Associate Professor Dejan Kršić | ECTS value | 3 |
| Associates | Ph.D. Valerija Barada, Senior Assistant, Research Associate | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 0 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Sociological, cultural and cultural study theories and approaches for the analysis of the social role and responsibility of design. The relationship between design and society through differentiation of the way how social context determines designer practices and how design reproduces social context in turn. Connecting theoretical insights to social dimension of cultural patterns in the field of gender roles and sexual identities, economic and social exclusion, health, political participation and the environment. |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of VCD graduate study  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed the exam, the students will be able to:1. Name and explain the basic differentiation propositions of theoretical approaches used in the course.
2. Identify reproducing of cultural patterns in society on the examples of various design works
3. Empirically establish and theoretically interpret the role of symbolic messages in reproducing cultural patterns in society on the examples of various products of popular culture.
4. Elaborate own theoretical and empirical views in oral and written form
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| **COURSE TITLE** | **Visual Communication Design 2** |
| **Code** | UAD804 | Year of Study | 1/II. |
| **Name of Lecturer** | Associate Professor Dejan Kršić | ECTS value | 6 |
| Associates | Nikša Vukša, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |  |
| **COURSE DESCRIPTION** |
| Objectives | Encouraging and directing to independent research, experimental and theoretical work. Synthesis of knowledge and skills gained in the education process with the aim of creative designing of means of visual communications of a higher complexity level. Team work and managing design processes. Ability to solve problems in interdisciplinary approach. Acquiring theoretical insights and integration of knowledge on design processes for further individual and team work, lifelong learning and professional development (including formal schooling). |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Visual Communication Design 1 course programme (signed by the lecturer)  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Visual Communication 2 final exam, the students will be able to:1. Draft, plan, run, coordinate and analyse collaborative and interdisciplinary designer process of a higher degree of complexity.2. Create a brief through group work Identify basic requirements and problems and choose an appropriate media format accordingly. Critically evaluate own solutions and those of others. Present and elaborate on own solutions3. Organize research, selection and editing of materials (content).4. Organize and present narratives in a given medium by connecting visual and textual resources.5. Apply knowledge, skills and principles of graphic design, typography and layout when designing means of visual communication of a higher level of complexity.6. Synthesis of knowledge and skills gained in other theoretical and practical courses in designing means of visual communications |
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| **COURSE TITLE** | **DESIGNING 2** |
| **Code** | UAD805 | Year of Study | 1/II. |
| **Name of Lecturer** | Jelena Zanchi, PhD, Senior Lecturer | ECTS value | 6 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | The adoption of methods of public space analysis - its social and physical specificities and detection of its potentials and shortcomings. Introduction to contemporary problems related to public space and possible modes of intervention  |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Designing 1 course programme (signed by the lecturer) |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Identify and analyse the social phenomenon in the public space affecting the quality of life of certain social categories or community - problem detection
2. Single out key factors affecting the profile and character of the observed phenomena - spatial features
3. Single out key factors affecting the profile and character of the observed phenomena - social features
4. Develop a proposal for a proactive improvement of the quality of life of social categories or communities with regard to public space specificities
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| **COURSE TITLE** | **Visualisation and Illustration 2** |
| **Code** | UAD806 | Year of Study | 1/II. |
| **Name of Lecturer** | Assistant Professor Maris Cilić | ECTS value | 3 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 10 | 20 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives |  After completing the course, the students will be able to create the concept independently and integrate knowledge acquired in implementing illustrations in more complex systems of visual communication. Create a series of illustrations on complex topics from different fields. Participate in and understand the work in group multidisciplinary projects Present own work to general and professional audiences in a critical and elaborated way .  |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Visualisation and Illustration 1 course programme (signed by the lecturer) |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Visualisation and Illustration 1 exam, the students will be able to:1. Develop and create a concept for a series of illustrations.
2. Visualise and illustrate for more complex systems of visual communications
3. Apply illustration to graphic products
4. Apply knowledge and skills in illustrating in group multidisciplinary projects.
5. Identify basic requirements and problems and choose an appropriate media format accordingly. Critically evaluate own solutions and those of others.
6. Present own work to general and professional audiences .
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| **COURSE TITLE** | **Character Design 2** |
| **Code** | UAD807 | Year of Study | 1/II. |
| **Name of Lecturer** | Assist. Ph.D. Nikola Đurek | ECTS value | 6 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 10 | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Acquiring the ability of forming characters for specialized purposes but also forming characters on own ideas, also, acquiring of knowledge from the production phases of developing a font, in order to complete the whole from the idea to the development of the font. |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Character Design 1 course programme (signed by the lecturer)  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Design characters according to given parameters. 2. Test designed characters for defined purposes.3. Conduct research related to the purpose of characters4. Present designed characters and finally the font in its use. |
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| **COURSE TITLE** | **Typographic Design 2** |
| **Code** | UAD808 | Year of Study | 1/II. |
| **Name of Lecturer** | Assistant Professor Igor Čaljkušić | ECTS value | 6 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 25 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Encouraging and directing to independent research, experimental and theoretical work. Synthesis of knowledge and skills gained in the education process with the aim of creative typographic designing of means of visual communications of a higher complexity level. Team work and managing typographic design processes. Ability to solve problems in interdisciplinary approach. Acquiring theoretical insights and integration of knowledge on design processes for further individual and team work. |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Typographic Design 1 course programme (signed by the lecturer)  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Typographic Design 2 final exam, the students will be able to:1. Draft, plan, run, coordinate and analyse collaborative and interdisciplinary designer process with an emphasis on typographic design of a higher degree of complexity.2. Create a brief through group work Identify basic requirements and problems and choose an appropriate media format accordingly. Critically evaluate own solutions and those of others. Present and elaborate on own solutions3. Organize research, selection and editing of materials (content).4. Organize and present narratives in a given medium by connecting visual and textual resources.5. Apply knowledge, skills and principles of graphic design, typography and layout when designing means of visual communication of a higher level of complexity.6. Synthesis of knowledge and skills gained in other theoretical and practical courses in designing means of visual communications |
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| **COURSE TITLE** | **Calligraphy 2** |
| **Code** | UAD809 | Year of Study | 1/II. |
| **Name of Lecturer** | Assist. Ph.D. Nikola Đurek | ECTS value | 3 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 15 | 5 | 15 |  |
| Type of Course | elective | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Mastering advanced calligraphy techniques, with great emphasis on free calligraphy and free drawing of characters, and their application in contemporary graphic design. Calligraphy course is conceived as a support to Character Design I and II.course |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Calligraphy 1 course programme (signed by the lecturer) |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Question free calligraphy and drawing characters from calligraphic writing, complementarily and in parallel .
2. Calligraphy application in contemporary design
3. Calligraphy analysis through application in new media
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| **COURSE TITLE** | **Human Computer Interaction 1** |
| **Code** | PMI253 | Year of Study | 1/II. |
| **Name of Lecturer** | Associate Professor, PhD Andrina Granić | ECTS value | 6 |
| Associates | MSc. Nikola Marangunić, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 |  | 30 |  |
| Type of Course | Compulsory | Percentage of e-learning  | 30% |
| **COURSE DESCRIPTION** |
| Objectives | Acquisition of fundamental knowledge on human computer interaction, the importance of well-designed usable and accessible interface, and its impact on realizing an effective human interaction with interactive system. Acquisition of theoretical knowledge and practical experience in fundamental aspects related to the usable design and good user experience, implementation and evaluation of effective user interface.  |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of VCD graduate study  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Name, identify and explain the basic relevant concepts and terminology used in the field of human computer interaction2. Select and elaborate on the selection of principles for designing a usable and accessible interface of an interactive system.3. Explain designing for a good user experience.4. Compare and assess approaches to system evaluation .5. Choose the appropriate methodology of evaluating interaction system interface .6. Case study: Review and critically evaluate the reasons for system development; Identify key functionality with respect to the objectives; Use principles for designing a usable interface; Select and use appropriate approach to evaluation. |
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| **COURSE TITLE** | **Multimedia Production** |
| **Code** | UAD80A | Year of Study | 1/II. |
| **Name of Lecturer** | Darko Kokić, lecturer | ECTS value | 3 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 10 | 0 |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Introduction to the process of creating complex multimedia project and its development through the synopsis, static templates or navigation tree, animatik or prototype, and ultimately the final work. Mastering software tools and associated scripting languages for developing complex multimedia contents. Connecting audio, video, images, typography, 2D and 3D graphic elements, animation and scripting in a dynamic functional unit. |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of VCD graduate study  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Develop a concept for creating linear or interactive multimedia project.2. Connect various methods of creating multimedia contents in the field of visual communications design.2. Develop and produce complex linear and interactive multimedia content.3. Examine and evaluate their quality in relation to the needs of the target group..4. Connect advanced skills of scripting, audio-visual processing, and 2D and 3D design and animation. |
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| **COURSE TITLE** | **Interaction Design 2** |
| **Code** | UAD80B | Year of Study | 1/II. |
| **Name of Lecturer** | Assist.Prof. Ph.D Ivica Mitrović | ECTS value | 6 |
| Associates | Luka Vidoš, Assist.Oleg Šuran, Assist. | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 25 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Master the methodology of critical and speculative design, and fiction design . Learn to design conceptual design projects in accordance with speculative designer approach. Introduce students to the possibilities of designer practice in hybrid urban environment. |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Interaction Design1 course programme (signed by the lecturer) |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Interpret relations between technology, the individual and society in the urban context.2. Develop a designer concept in accordance with speculative designer approach.3. Apply the methodology of critical design in research.4. Develop a fiction design5. Organize and present documentation. |
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Elective courses

**Courses in other modules**

**Elective courses from UMAS and UNIST**

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| **COURSE TITLE** | **Film Photography 2** |
| **Code** | UAD80C | Year of Study | 1/II. |
| **Name of Lecturer** | Mirko Pivčevič | ECTS value | 3 |
| Associates | Vicko Vidan | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 0 | 15 | 0 |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Synthesis of knowledge and skills gained in previous photography courses. Research, develop and create a selected theme through photography |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Film photography 1 course programme (signed by the lecturer)  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | Devise a project.Research project through historyResearch project through societySelect a photographic technique required for shooting.Develop a project.Present a project. |
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| **COURSE TITLE** | **Design and Space** |
| **Code** | UAD70E | Year of Study | 1/II. |
| **Name of Lecturer** | Ph.D Dr. Jelena Zanchi, PhD, Senior Lecturer | ECTS value | 3 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 0 | 15 |  |
| Type of Course | elective | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | The objective is, on the one hand, to train students to a high quality inter-disciplinary action, and, on the other hand, for independent work on the project tasks that belong to the '' marginal area '' between architecture and design (interventions in the outer and inner space, design of smaller architectural structures, exhibition display design , etc. .) |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of VCD graduate study -knowledge of technical drawing in 2D and 3D. |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Interpret architectural drawings
2. Graphically intervene on existing architectural drawings
3. Devise smaller interventions in space
4. Properly size the project and specify the materials
5. Present the project according to the rules of the profession
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| **COURSE TITLE** | **Basics of computer animation 2** |
| **Code** | UAA30R | Year of Study | 1/II. |
| **Name of Lecturer** | Assistant Professor Veljko Popović  | ECTS value | 3 |
| Associates | Natko Stipaničev, Assistant | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 15 | 0 | 0 |
| Type of Course | Compulsory | Percentage of e-learning  | 0 |
| **COURSE DESCRIPTION** |
| Objectives | Introduction to the basics of computer 3d animation |
| Enrolment requirements and entry competences required for the course | The student has to carry out obligations required by Basics of computer animation 1 course programme (signed by the lecturer) |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Gain insight into all aspects of creating computer 3d animation
2. Create a production plan of preparing computer 3d animation
3. Create an implementation plan of preparing computer 3d animation
4. Develop 3D computer animated film
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| **COURSE TITLE** | **Physical Computing, Cyber-Physical Systems** |
| **Code** | **UAD80D** | Year of Study | 1/II. |
| **Name of Lecturer** | Ph.D. Darko Stipaničev, | ECTS value | 3 |
| Associates | Maja Braović | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 0 | 15 |  |
| Type of Course | elective | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | After this course, the students will understand the methods and principles of .developing and implementing computer systems that interact with the real, physical world that surrounds us. They will be able to independently develop and run hardware systems based on open source, which belong to the so-called. computer environment interaction (Eng. Physical Computing, Cyber-Physical Systems). |
| Enrolment requirements and entry competences required for the course | Enrolment to the 2nd semester of graduate study of VCDBasic knowledge of computers and programming  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | 1. Identify, name and explain the basic methods and principles of .developing and implementing computer systems that interact with the real, physical world. 2. Name, identify and explain the basic sensory components through which computers receive information about their environment.3. Name, identify and explain the basic executive components through which computers affect the environment.4. Identify, name and explain the principles of programming in open source 5. Identify,name and develop the so-called Cyber - Physical systems  |
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3. SEMESTER

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| **COURSE TITLE** | **Joint project.** |
| **Code** | UAD901 | Year of Study | 2/III. |
| **Name of Lecturer** | Teaching Board | ECTS value | 6 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 45 | 15 | 15 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Encouraging and directing to work in a group and raising awareness to group dynamics. Encouraging to research, experimental and theoretical work. Synthesis of knowledge and skills gained in the education process with the aim of creative designing of means of visual communications of a higher complexity level. Ability to solve problems in an interdisciplinary approach. Application of theoretical insights and integration of knowledge on designer process methodology |
| Enrolment requirements and entry competences required for the course | Enrolment to the 3rd semester of VCD graduate study. To have passed exams from previous semesters of study  |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Joint Project final exam, the students will be able to:1. Draft, plan, run, coordinate and analyse a collaborative and interdisciplinary designer process..2. Create a brief through group work Identify basic requirements and problems and choose an appropriate media format accordingly. Critically evaluate own solutions and those of others. Present and elaborate on own solutions3. Organize research, selection and editing of materials (content).4. Organize and present narratives in a given medium by connecting visual and textual resources .5. Synthesis of knowledge and skills gained in other theoretical and practical courses in designing means of visual communications |
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| **COURSE TITLE** | **Research work** |
| **Code** | UAD902 | Year of Study | 2/III. |
| **Name of Lecturer** | Teaching Board | ECTS value | 24 |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 45 | 30 | 0 |  |
| Type of Course | Compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Encouraging and directing to work in a group and raising awareness to group dynamics. Encouraging to research, experimental and theoretical work. Synthesis of knowledge and skills gained in the education process with the aim of creative designing of means of visual communications of a higher complexity level. Ability to solve problems in an interdisciplinary approach. Application of theoretical insights and integration of knowledge on designer process methodology |
| Enrolment requirements and entry competences required for the course | Enrolment to the 3rd semester of VCD graduate study.To have passed exams from previous semesters of study |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | After having passed Joint Project final exam, the students will be able to:1. Draft, plan, run, coordinate and analyse a collaborative and interdisciplinary designer process..2. Create a brief through group work Identify basic requirements and problems and choose an appropriate media format accordingly. Critically evaluate own solutions and those of others. Present and elaborate on own solutions3. Organize research, selection and editing of materials (content).4. Organize and present narratives in a given medium by connecting visual and textual resources .5. Synthesis of knowledge and skills gained in other theoretical and practical courses in designing means of visual communications |
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| **COURSE TITLE** | **Graduate Work** |
| **Code** | UADA01 | Year of Study | 2/IV. |
| **Name of Lecturer** | Assistant Professor Maris CilićAssistant Professor Igor ČaljkušićAssist. Ph.D. Nikola ĐurekAssistant Professor Dejan KršićAssistant Professor Ljubica Marčetić MarinovićAssist. Ph.D. Ivica MitrovićPh.D. Jelena Zanchi, Senior Lecturer | ECTS value |  30 |
| Associates |   | Teaching (number of hours per semester) | L | S | E | T |
| 45 |  30 | 30 |  |
| Type of Course | compulsory | Percentage of e-learning  |   |
| **COURSE DESCRIPTION** |
| Objectives | Training for a successful creation and interpretation of graduate work within the selected topic. |
| Enrolment requirements and entry competences required for the course | To have passed all exams from Graduate Study. |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes)  | The student will, after having passed the exam, be able to:1. Devise and prepare an individual project theme.2. Apply all elements within the process of project implementation 3. Develop an indoor or outdoor area project4. Analyse and write a project theme.5. Implement an independent exhibition project6. Present a project. 8. Develop and evaluate work process and research methods.9. Articulate the project idea through a written statement.  |
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