

## BACHELOR IN "VISUAL ARTS"

### OBJECTIVES OF THE STUDY PROGRAM

This study program prepares professionals in the field of visual arts, one of the most in-demand specialties in today's professional market in media and the cultural industry. Students are trained to aesthetically process knowledge to capture the attention of the target audience.

### LEARNING OUTCOMES

Upon completing this program, the student will:

- Apply expressive skills based on theoretical and artistic concepts, as well as historical experiences and visual techniques in visual arts, graphic design, and multimedia.
- Analyse various aesthetic principles and generally adopt artistic trends and movements.
- Master fundamental artistic concepts in the field of visual arts, such as shape, composition, layout, typography, shading, value, imagery, colour, concept, etc.
- Identify and analyse different issues concerning design, multimedia, and visual arts projects.
- Demonstrate the ability to provide creative solutions to increasing artistic challenges.
- Utilize critical and creative thinking with a holistic and inspiring approach to various artistic challenges.
- Evaluate and interpret works of art, design, and multimedia in all their dimensions based on acquired knowledge.
- Adopt and practice essential aesthetic principles while reflecting diverse values.
- Demonstrate the ability to independently research, conceptualize, create, and execute graphic design projects.

### SPECIALISATION: "GRAPHIC DESIGN"

- Apply necessary manual and computer-based artistic skills to practice, execute, and create digital art and design works.
- Design and create various products such as logos, visual identities, textures, presentations, posters, etc.

### SPECIALISATION: "MULTIMEDIA"

- Apply necessary manual and computer-based artistic skills to practice, execute, and create works in multimedia.
- Design and create various multimedia materials, such as video advertisements, video art, music videos, animations, motion graphics, sound design projects, etc.

## **JOB OPPORTUNITIES**

Graduates of this study program can be employed as:

- Specialists in central and local institutions with a special focus on art and culture policies and development.
- Specialists in art galleries and studios.
- Specialists/designers in graphic studios, visual media, and online official website development.
- Freelance artists managing their intellectual and artistic property.
- Creators of graphic art for book covers in publishing houses, film companies, or various theater and opera companies, and art galleries.
- Specialists in the preparation of online images for institutions, organizations, or various commercial companies
- Experts in graphic design for various pages in print and electronic media.
- Set designers, painters, or photography directors for cinematic, television, series, or documentary films.
- Project managers or entrepreneurs in leading or managing photography, painting, and overall image studios.
- Art critics in the field of visual arts.



## BACHELOR IN "VISUAL ARTS" - 180 ECTS

No.	Year	Term	Course's name	ECTS
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### A - GENERAL COURSES/ 15% - 20%/ 32 ECTS

1	III	1	Introduction to Philosophy	6
2	I	1	Academic Writing and Research Methods	8
3	I	1	Introduction to Sociology	6
4	II	1	Introduction to Communication	6
5	III	1	Introduction to Psychology	6

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### B - CORE COURSES/ 50% - 55%/ 96 ECTS

1	I	1-2	Drawing	12
2	I/II	2-1	Fundamentals of Printmaking 1+2	10
3	I	2	History of Art and Visual Communication	10
4	I	1-2	Fundamentals of Painting 1+2	12
5	II	1	Fundamentals of Graphic Design	6
6	II	2	Photography	6
7	II	1	Fundamentals of Multimedia	6
8	II	2	Aesthetics	6
9	III	1	Basics of Fashion Design	6
10	III	1	Interior Design	6
11	III	2	Basics of Production	8
12	II	2	Scenography	8

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### C - INTERDISCIPLINARY/INTEGRATIVE COURSES/ 12% - 15%/ 24 ECTS

#### SPECIALISATION I MULTIMEDIA

1	II	2	Multimedia Programs	6
2	III	1	Audio dhe Video Design	6
3	II	1	Visual Composition	6
4	III	2	Personal Style Development	6

#### SPECIALISATION II GRAPHIC-DESIGN

1	II	2	Design Programs	6
2	III	1	Web Design and Applications	6
3	II	1	Visual Composition	6
4	III	2	Personal Style Development	6

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### D - ADDITIONAL COURSES/ 10% - 15%/ 21 ECTS

1	I	2	English Language B1	5
2	I	1	Basics of Informatics	4
3	II	2	Project Design and Management	6
3	III	2	Internship and Career Development	6

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### E - FINAL OBLIGATIONS/ 3% - 5%/ 7 ECTS

1	III	2	Diploma Thesis/Final Comprehensive Exam	7
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180