GRAPHIC DESIGN
GRADUATE UNIVERISTY
STUDY PROGRAMME CURRICULUM

Mostar, April 2023

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1. INTRODUCTION

The curriculum for the Graphic Design graduate university study is the product of the regular review process, which was initiated by Senate Decision No. 01-993-1/22 of 26 February 2022. The regular revision process was carried out in accordance with the *Rulebook on the Procedure for Adopting New and Revisions of Existing Study Programmes* (No. 01-993-1/22). The *Rulebook* stipulates that curriculum revision activities are to be coordinated by a Committee, which shall include student representatives and stakeholders. The Committee's proposal shall be submitted by the Faculty Council of the organisational unit to the University Senate for adoption.

To ensure all stakeholders were involved in the study programme improvement process, a public hearing was held on 31 March 2022. The conclusions of the public hearing were taken into account during curriculum development. Besides the public hearing conclusions, the curriculum revision also took into account the recommendations of the Expert Committee made during the most recent institutional accreditation process in 2020, which recommended the inclusion of practical training outside the University (where applicable), the implementation of legal and internal acts on the minimum share of pre-examination obligations in the final grade of all courses, and the application of modern teaching methods with the student as the focus of the teaching process.

Furthermore, all the strategic tasks in the field of education from the *University Development Strategy 2017-2023*, which concern the curriculum and teaching process, were carried out during curriculum development (more in chapter "3.1. Alignment with the University Development Strategy").

In addition, when making decisions on the type of changes, all relevant statistical data and survey results, collected and conducted in the period since the last study programme revision/adoption, were analysed.

Taking into account all of the above, the revised curriculum contains changes regarding the names of study programme, educational orientations and syllabi.

2. GENERAL INFORMATION ABOUT THE STUDY PROGRAMME

Study programme:	Graphic Design
Cycle:	2nd (graduate studies)
Type:	University study programme
Scientific area:	Arts
Scientific field:	Fine Arts
Scientific branch:	Architecture and Design
Academic title:	Master of Graphic Design
EQF qualification level:	7
Duration of study programme:	2 years
ECTS:	120 ECTS credits
Language:	Croatian
Mode of study:	Full time
Awarding institution:	University of Mostar
Institution administering study programme:	University of Mostar, Academy of Fine Arts
Study programme objectives:	- Expand students' knowledge of the theoretical and practical basics of design; - To achieve students' development of knowledge and skills in the field of theory and application of colours in graphic design with the aim of producing the desired marketing and economic effects; - Expand students' knowledge of paper formats and types; - Achieve analytical consideration of advanced visual communication systems among students; - Train students to analyse the technology of book printing and the flow of the printing production process depending on different parameters; - Train students to determine the optimal printing technique depending on the required conceptual design of the finished product; - Train students to analyse the construction of letter signs, anatomy and classification of letters, as well as measuring system in typography, with the aim of optimal text shaping

	and solving optical problems at the letter and text level as a whole;
	- Expand students' knowledge of the technological aspects of graphic design;
	- Achieve students' analytical consideration of various relevant parameters that affect the possibility of realization of a particular design solution within multimedia systems;
	- Train students to understand user experience in advanced multimedia systems and identify problems that users have when interacting with user interfaces;
	- Train students to critically analyse the communication requirements of selected informative content;
	- Train students to synthesize knowledge from analysis into understandable and communicative graphic forms through personal interpretation;
	- Enable students to create a presentation project within the medium of photography with reference to the possibilities of applying photography through graphic design and product;
	- Expand students' knowledge of the basic principles of art elements and art technology as well as their practical application;
	- Enable students to understand the rules in the process of technological construction of a work of art, its care and protection;
	- Expand students' knowledge of the basics of information technology and the basic theoretical principles and practice of working with a computer;
	- Expand students' knowledge of the basic characteristics and expressive possibilities of digital media as well as key events that have significantly influenced the bridging of the boundaries between artistic and technological disciplines;
	- Expand students' knowledge about artistic movements in the 20th century, the most important artistic individuals and their works;
	- To train students for critical evaluation and verification of works in related fields, independent and research activities through examples of the analysis of signs and symbols in certain segments of social activity and their application in aspects of contemporary art;

	- To enable students to create scientific, scientific-professional and professional works by applying a methodological approach; - Expand students' knowledge of contemporary creative polymorphic art practices and works that introduce movement, sound or video into visual art practice.
Study programme competencies:	Basic competencies: - the ability of verbal and written expression; - effective use and application of acquired knowledge and skills; - the ability of participating in group activities, teamwork and discussion; - the ability of applying knowledge of foreign language; - the ability of independent learning and problem solving; - the ability of applying acquired teaching methods; - responsibility towards oneself and others, conducting oneself in a moral and ethical fashion; - the ability of applying knowledge in private and professional life; Expert competencies: - the ability to realize one's own work through acquired theoretical and practical skills and its visual presentation; - understanding of the visual environment, its critical reflection and evaluation, and encouraging active contribution to its shaping; - the ability of expressing skills in graphic design; - the ability to use expert terminology for the analysis of one's own work from the field of graphic design; - the ability to use phrases and sentences from graphic design field in English language; - the ability of critical analysis and evaluation of an art work (through design, cultural events, galleries, exhibitions, set designs, advertisements, propaganda...); - the ability to participate in cultural and artistic events and acquainting with various cultural institutions;

	- the ability to use basic expert terms from graphic design in one's own artistic practice
	- the ability to analyse the influence of contemporary culture on one's own identity, creativity and artistic expression.
Study programme learning outcomes:	- explains and applies basic terms and principles in graphic design (IU-ALUGDM-1);
	- analyses colour as a fundamental element of design and the characteristics and application of colour models in the function of marketing (IU-ALUGDM-2) ;
	- classifies formats and types of paper (IU-ALUGDM-3) ;
	- explains and analyses the concepts of experience and visual perception as well as the application of visual effects in graphic design (IU-ALUGDM-4);
	- analyses the printing technologies of individual graphic products and determines the flow of the production process of printing depending on different parameters (IU-ALUGDM-5);
	- models the graphic product and applies the basic rules of technical editing of the graphic product (IU-ALUGDM-6);
	- classifies the structure and elements of user interfaces of interactive multimedia systems (IU-ALUGDM-7);
	- critically analyses the communication requirements of a selected information content (IU-ALUGDM-8) ;
	- synthesizes data from analysis into understandable and communicative graphic forms through personal interpretation (IU-ALUGDM-9) ;
	- creates an appropriate presentation project within the medium of photography with reference to the possibilities of applying photography through graphic design and product (IU-ALUGDM-10) ;
	- explains and applies rules in the field of fine arts techniques and materials and presents them through graphic design and product (IU-ALUGDM-11) ;
	- uses modern computer programs (IU-ALUGDM-12) ;
	- analyses and debates concepts in the field of art history (IU-ALUGDM-13);
	- analyses the construction of letter characters, the anatomy and classification of letters and the measuring

	system in typography, with the aim of optimal text formatting and solving optical problems on the letter and text level as a whole (IU-ALUGDM-14); - critically evaluates and verifies works from related fields with an independent, research and interdisciplinary approach to tasks (IU-ALUGDM-15); - develops scientific, scientific-professional and professional works applying a methodological approach (IU-ALUGDM-16); - defines, analyses and selects the best visual communication solutions (IU-ALUGDM-17).
Opportunities after graduation:	By completing the graduate study of "Graphic Design", a master of graphic design is qualified to work in professional art associations and communities (such as associations of graphic designers, galleries, cultural events, exhibitions, scenography, advertising and propaganda, design....) printing houses, companies for book design, furniture, sculptures, packaging… The master of graphic design will be able to work in all artistic activities and projects which demand high education in artistic and scientific institutions, public sector and other related organizations.
Accreditation:	The University of Mostar was accredited by the Decision on Institutional Reaccreditation of 14 January 2020 from the relevant Ministry of Education, Science, Culture and Sports of the Herzegovina-Neretva Canton on the recommendation of the Agency for Development of Higher Education and Quality Assurance of BiH, after which the University was registered in the State Register of Accredited Higher Education Institutions.

3. BASIC CHARACTERISTICS OF THE STUDY PROGRAMME

3.1. Alignment with the Development Strategy of the University of Mostar

The *Development Strategy of the University of Mostar 2018-2023* sets out several strategic objectives relating to the curriculum and its elements in the field of education.

Objective 1 stipulates that the University, in cooperation with stakeholders, will design, approve, implement, continuously monitor and improve study programmes at all levels. The following tasks arise from clearly defined learning outcomes relating to labour market needs, in accordance with the European Qualifications Framework (EQF):

- Task 1: To clearly define the objectives and expected learning outcomes of each study programme, and to align them with the content of the study programme in accordance with the relevant European Qualifications Framework level and the qualification standard;
- Task 2: To introduce a transparent and consistent study programme revision and improvement process, in which students and other stakeholders will participate;
- Task 5: To ensure the realistic allocation of ECTS credits using a defined system of ECTS coordination at all study programme levels;
- Task 6: To improve the interdisciplinarity of all study programmes by allowing the student to take elective courses at university level.

    Objective 3 concerns the development of a wide network of teaching bases and organisations from different fields, and the establishment of cooperation which will enable the interconnection of practice, science, art, and higher education. The following tasks arise from it:

- Task 2: To increase the number of hours and the share of teaching practicums in the study programmes and their share of allocated ECTS credits.
- Task 3: To increase the number of master theses, whose topics and content are related to teaching practicums.

3.2. Alignment of the achievements of a scientific/artistic area, the labour market and professional/qualification standards

The objectives, competencies, and learning outcomes at study programme level are defined in such a way as to align the achievements of a scientific/artistic area and the labour market with professional/qualification standards.

In order to harmonize with the achievements of the scientific/artistic area, the representatives of teachers in the Committee for the development of the revised curriculum and other teachers who participated in the development of syllabi for each course took into account current achievements and trends in artistic area, fine art field, branches architecture and design, as well as study plans and curricula from related studies.

Competencies and study outcomes from referenced documents are implemented into competencies and study outcomes on a study level programme, as well as into every vocation mentioned in chapter "2. general information about a study programme", as well as chapters for each course. They are achieved in core courses in order to ensure that all students gain the necessary qualifications. The coverage of those study outcomes on the level of orientation of study outcomes regarding the core courses are represented chapter 3.12 "Learning outcomes matrix".

3.3. Comparability with the study programmes in the country and abroad

The curriculum is comparable to:
- study programmes in BiH;
-study programmes in Republic of Croatia and other EU countries.

Comparability is reflected exclusively in the competencies and learning outcomes at the study programme level and in the duration of studies, while the study programme retains its specifics mainly through its structure, course titles, and ECTS credits.

3.4. Openness to student mobility

Student mobility is defined by the *Rulebook on International Mobility*, which sets out administrative support for students, student mobility documents, insurance, application procedure, the mobility recognition procedure and information package. The sole method of recognition is defined at university level by the Senate Decision on the Adoption of a Single Form for the *Decision on Recognition of Courses, ECTS Credits, Grades, and Professional Practice during Student Mobility*, which is recorded in the diploma supplement. Students can find information on mobility programmes and the accompanying forms on the University's website and from the Academy of Fine Arts, which forwards information from the University International Relations Office to student representatives.

3.5. Conditions for enrolment in the study programme and transfer from other study programmes

The University of Mostar Study Rules and Regulations sets out the enrolment procedure for undergraduate, graduate, and integrated study programmes, which is conducted through a public call for admissions. The Senate, on the proposal of the Faculty Council of the organisational unit, and with the consent of the Governing Board of the University and the relevant Ministry of Education, Science, Culture and Sports of the Herzegovina-Neretva Canton, issues a public call for admissions, which is published in the daily press, on the University website and the website and bulletin board of the Academy of Fine Arts. The public call contains information on the prerequisites for enrolment, entrance examination procedure, tuition fees, criteria for selecting candidates, and other information. When transferring from other study programmes, a request is submitted to the dean of the Academy of Fine Arts, and the relevant committee decides on the possibilities and requirements for enrolment.

3.6. Requirements for enrolment in the next semester, next year of study and graduation

Requirements for enrolment in the next semester and higher year of study are defined by the *University of Mostar Study Rules and Regulations* and the internal acts of the organizational unit.

The study programme ends with the composition and defence of a master's thesis that is worth 30 ECTS credits.

The manner and procedure for defending the master's thesis and its methodology are defined in the acts of the organizational unit.

3.7. Study Programme Organisation

The study programme is divided into two semesters during the academic year, and classes are held weekly according to the class schedule.

3.8. Structure of the study programme

The structure of the study programme is reflected in the number of hours of each type of teaching and teaching in total, as well as the number of practicum hours, and the number of hours of students' independent work in the total student load; all of that is 120 ECTS credits, or 3600 hours of work.

According to the *Rulebook on the Procedure for Adopting New and Regular Revisions of Existing Study Programmes* (No. 01-993-1/22), only core courses are listed in the curriculum, while elective courses are adopted in the performance curriculum of each academic year. The tabular presentation will indicate the number of hours of each type of teaching and teaching in total, the number of practicum hours, and the number of hours of independent work only on compulsory subjects.

In relation to total ECTS credits, on elective courses students can gain 8 ECTS credits. Aside from core courses and elective courses on a university level and its organizational unit, which represents 30 ECTS credits per semester, students can choose university elective courses from the list approved by the Senate every academic year; those courses are validated in the addition to the diploma.

The purpose of elective courses at the level of the study program is a more detailed elaboration of learning outcomes already acquired in compulsory subjects, in accordance with student preferences, and the purpose of university elective courses is to acquire competences that are not designed by the study program, and which the student estimates can make him more competitive in the labour market and contribute to building their own personality through education

Structure of the study program with shares of certain types of teaching, practice and independent work

Year of study: 1st year								
Winter semester								
Course Code	Course Title	Teaching Hours			I. Total classes	II. Practicum	III. Independent work	Total workload hours (I.+II.+III.)	ECTS
		l	t	s					
ALUGDM101	Graphic Design – selected chapters I	90	90	0	180	0	300	480	16

Course Code	Course Title	l	t	s	I. Total classes	II. Practicum	III. Independent work	Total workload	ECTS
ALUGDM102	Computer Graphics I	15	15	0	30	0	30	60	2
ALUZAM101	Art Photography I	30	30	0	60	0	60	120	4
ALUZAM102	Art Elements	30	30	0	60	0	60	120	4
Total		165	165	0	330	0	450	780	26
ECTS for core courses									26
ECTS for elective courses									4
ECTS TOTAL									30

Year of study: 1st year									
Summer semester									
Course Code	Course Title	Teaching Hours			I. Total classes	II. Practicum	III. Independent work	Total workload hours (I.+II.+III.)	ECTS
		l	t	s					
ALUGDM201	Graphic Design – selected chapters II	90	90	0	180	0	300	480	16
ALUGDM202	Computer Graphics II	15	15	0	30	0	30	60	2
ALUZAM201	Art Photography II	30	30	0	60	0	60	120	4
ALUZAM202	Art Technology and Materials	30	30	0	60	0	60	120	4
Total		165	165	0	330	0	450	780	26
ECTS for core courses									26
ECTS for elective courses									4
ECTS TOTAL									30

Year of study: 2nd year							
Winter semester							
Course Code	Course Title	Teaching Hours	I. Total classes	II. Practicum	III. Independent work	Total workload	ECTS

		l	t	s				hours (I.+II.+III.)	
ALUGDM301	Graphic Design – selected chapters III	45	45	0	90	0	180	270	9
ALUGDM302	Book Graphics	30	30	0	60	0	60	120	4
ALUGDM303	Introduction to Master's Thesis (Graphic Design)	30	180	0	210	0	150	360	12
ALUZAM301	Introduction to Research Methodology	15	15	0	30	0	30	60	2
ALUZAM302	Sign Theory	30	15	0	45	0	45	90	3
Total		150	285	0	435	0	465	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS TOTAL									30

Year of study: 2nd year									
Summer semester									
Course Code	Course Title	Teaching Hours			I. Total classes	II. Practicum	III. Independent work	Total workload hours (I.+II.+III.)	ECTS
		l	t	s					
ALUGDM401	Master's Thesis Graphic Design	30	420	0	450	0	450	900	30
Total		30	420	0	450	0	450	900	30
ECTS for core courses									30
ECTS for elective courses									0
ECTS TOTAL									30

3.9. The optimal number of enrolled students with respect to space, equipment, and number of teachers

Enrolment quotas are proposed by the Senate, adopted by the Governing Board of the University and approved by the relevant ministry.
Students can study as full-time students. Full-time students are those who study according to the programme with a full teaching schedule. Full-time students fund their own studies. Part-time students are students who attend the study programme in addition to work or other activities.

3.10. Resources required to implement the study programme

The study programme is implemented by teachers from the University and teachers from comparable higher education institutions holding academic rank in the relevant scientific area, field, and branch. Data on the structure of teaching staff by rank and education, gender and age structure, scientific research productivity, mobility, and project activities of teaching staff are regularly monitored by the quality assurance bodies. These data are processed at the level of the study programme and organisational unit and are published in annual reports.

The Academy of Fine Arts has adequate space for practical and theoretical classes and leisure activities. Lecture halls for theoretical classes are equipped with technical aids that include computers, projectors and similar equipment, and internet is available in all rooms of the Academy... For practical classes, student classes are equipped with the necessary material.

3.11. Study Programme Quality Assurance System

The purpose, objective, structure, operation and areas of evaluation of the Quality Assurance System of the University of Mostar are defined by the *Rulebook on the Structure and Operation of the Quality Assurance System of the University of Mostar*.
According to the *Rulebook*, the Quality Assurance System at the University of Mostar consists of the following permanent bodies at university level: the Quality Assurance and Improvement Committee and the Quality Assurance and Improvement Office. The functioning body at the Academy of Fine Arts is the Quality Assurance and Improvement Committee, which consists of the Vice-Dean for Academic Affairs, the Quality Coordinator, a representative of the teaching staff, a student representative, and a representative of the administrative and technical staff. The Quality Coordinator of the Academy of Fine Arts is also a member of the Quality Assurance and Improvement Committee. The *Rulebook* defines the competencies and activities of each Quality Assurance body. Quality assurance bodies carry out regular activities defined by the *Quality Assurance Manual at the University of Mostar*, which concern the conducting of surveys, monitoring and data processing. On the basis of the activities carried out, annual reports are prepared at the level of the study programme, organisational unit, and the University.

3.12. Matrix of Learning Outcomes

IU-study programme / IU-course	IU-AL UGD M-1	IU-AL UGD M-2	IU-AL UGD M-3	IU-AL UGD M-4	IU-AL UGD M-5	IU-AL UGD M-6	IU-AL UGD M-7	IU-AL UGD M-8	IU-AL UGD M-9	IU-AL UGD M-10	IU-AL UGD M-11	IU-AL UGD M-12	IU-AL UGD M-13	IU-AL UGD M-14	IU-AL UGD M-15	IU-AL UGD M-16	IU-AL UGD M-17
ALUGDM101	x	x		x													
ALUGDM102	x											x					
ALUZAM101										X							
ALUZAM102	x	x											x				x
ALUGDM201	x	x		x													
ALUGDM202	x											x					X
ALUZAM201										X							
ALUZAM202				x							x				X		
ALUGDM301	x	x		x			x										
ALUGDM302			x		x	x		x	x					x			
ALUGDM303	x								x						x		
ALUZAM301																X	
ALUZAM302				x											x	x	x
ALUGDM401	x								x						x	x	x

4. STUDY PLAN

Year of study: 1ˢᵗ year							
Winter semester							
Course Code	Course Title	Course Status	Teaching Hours			Practi cum	ECTS
			l	t	s		
ALUGDM101	Graphic Design – selected chapters I	core	90	90	0	0	16
ALUGDM102	Computer Graphics I	core	15	15	0	0	2
ALUZAM101	Art Photography I	core	30	30	0	0	4
ALUZAM102	Art Elements	core	30	30	0	0	4
ECTS for core courses							26
ECTS for elective courses							4
ECTS TOTAL							30

Year of study: 1ˢᵗ year							
Summer semester							
Course Code	Course Title	Course Status	Teaching Hours			Practi cum	ECTS
			l	t	s		
ALUGDM201	Graphic Design – selected chapters II	core	90	90	0	0	16
ALUGDM202	Computer Graphics II	core	15	15	0	0	2
ALUZAM201	Art Photography II	core	30	30	0	0	4
ALUZAM202	Art Technologies and Materials	core	30	30	0	0	4
ECTS for core courses							26
ECTS for elective courses							4
ECTS TOTAL							30

Year of study: 2ⁿᵈ year							
Winter semester							
Course Code	Course Title	Course Status	Teaching Hours			Practi cum	ECTS
			l	t	s		
ALUGDM301	Graphic Design – selected chapters III	core	45	45	0	0	9
ALUGDM302	Book Graphics	core	30	30	0	0	4
ALUGDM303	Introduction to Master's Thesis (Graphic Design)	core	30	144	0	0	12
ALUZAM301	Introduction to Research Methodology	core	15	15	0	0	2
ALUZAM302	Theory of Sign	core	30	15	0	0	3
ECTS for core courses							30
ECTS for elective courses							0
ECTS TOTAL							30

Year of study: 2ⁿᵈ year

Summer semester							
Course Code	Course Title	Course Status	Teaching Hours			Practi cum	ECTS
			l	t	s		
ALUGDM401	Master's Thesis (Graphic Design)	core	30	42 0	0	0	9
ECTS for core courses							30
ECTS for elective courses							0
ECTS TOTAL							30