



Humanities and Liberal Arts School (Faculty)
Bachelor's Educational Program - Media Products and Visual Methods in Design
Study Plan

#	Subject Code	Program Components	Admission prerequisites	Tentative semester	ECTS Credits	Hours		
						Contact	Independent	Total
	Training courses and components - Number of credits 240							
	Field-specific mandatory study components – 140 credits							
1	BA&LIB 420	Introduction into specialty – media products and visual methods in design	n/a	I	4	34	41	75
	BA&LIB 403	Computer raster graphics (Adobe Photo Shop))	n/a	I	4	34	41	75
	BA&LIB 404	Computer vector graphics (Adobe Illustrator)	n/a	I	4	34	41	75
	BA&LIB 416	Basics of color theory	n/a	I	4	34	41	75
	BA&LIB 912	Creative graphics (painting; drawing)	n/a	I	6	51	99	150
		Subjects from elective and/or free component study courses			8			
6	BA&LIB 012	Creative graphics (painting; drawing)	NS&EC 912	II	4	34	41	75
7	BA&LIB 310	Script & storyboarding	NS&EC 912	II	4	34	41	75
8	BA&LIB 421	Basics of composition	BA&LIB 416, BA&LIB 912	II	4	34	41	75
9	BA&LIB 417	Foundations of Animation	BA&LIB 403	II	4	34	41	75
10	BA&LIB 909	Basics of dramaturgy – script and publication – art of narrating - (Storytelling)	n/a	II	6	51	99	150
11	BA&LIB 402	Graphic foundations of web design	BA&LIB 403, BA&LIB 404	II	4	34	41	75
		Subjects from elective and/or free component study courses			4			

12	BA&LIB 015	Font design and typography	NS&EC 403, BA&LIB 404	III	6	51	99	150
13	BA&LIB 016	Basics of illustration	403, 404, 012, 416, 421	III	6	51	99	150
14	BA&LIB 405	Visual methods in multipage product design (Adobe InDesign)	BA&LIB 404	III	4	51	99	150
15	BA&LIB 419	Visual communication in graphic design	n/a	III	4	34	41	75
16	BA&LIB 913	Introduction into photography	NS&EC 403	III	6	51	99	150
		Subjects from elective and/or free component study courses			4			
17	BA&LIB 931	Advertising technologies and strategic communication	n/a	IV	4	34	41	75
18	BA&LIB 020	User interface design (UX/UI Experience Design (XD))	BA&LIB 403, BA&LIB 404	IV	4	34	41	75
19	BA&LIB 014	Sound design and audio packaging of advertising production (Adobe Audition)	n/a	IV	6	51	99	150
20	BA&LIB 303	Foundations of Video Editing - (Adobe Premier)	n/a	IV	6	51	99	150
		Subjects from elective and/or free component study courses			10			
21	BA&LIB 907	Motion Graphics (After Effect, level1)	BA&LIB 403, 404	V	6	51	99	150
22	BMA 012	Digital photography workflow	BA&LIB 913, BA&LIB 403	V	4	34	41	75
23	BA&LIB 030	Packaging Design	BA&LIB 404	V	4	35	40	75
24	BA&LIB 501	Basics of advertising design	403,404, 416, 421, 015	V	6	51	99	150
25	BMA 011	Art Direction	n/a	V	4	34	41	75
		Subjects from elective and/or free component study courses		V	6			
26	BA&LIB 908	Motion Graphics (After Effect, level2)	BA&LIB 907, 404	VI	4	34	41	75
27	BBAE507	Fundamentals of Strategic Brand Management	n/a	VI	4	34	41	75

28	BMA 001	Studio Practice 1		VI	6	51	99	150
		Subjects from elective and/or free component study courses			16			
31	BMA 002	Studio Practice 2	BMA 001	VII	6	51	99	150
32	BA&LIB 022	Advertising graphics (3D-Cinema 4D)	n/a	VII	6	51	99	150
33	BBAE 618	Principles of innovative and creative management	n/a	VII	4	34	41	75
		Subjects from elective and/or free component study courses			14			
Degree-granting piece of work – creative project 16 credits								
36	BA&LIB 901	Degree-granting piece of work – creative project Explanatory card- presentation	Mandatory study courses -170cr.	VIII	16	51	399	450
Mandatory Practical component 10 credits								
37	BA&LIB 023	Practical component – planning media production (Portfolio)	Mandatory study courses -170cr.	VIII	10	93	132	225
Mandatory Portfolio component 4 credits								
	BMA 003	Portfolio	Mandatory study courses -170cr.	VIII	4	34	41	75
Elective courses of content corresponding to the main field of study - accumulation of 30 credits is mandatory								
38	LIB 037	Information society and the foundations of communication theory	n/a	I_VII	4	35	40	75
39	LIB 095	The World's Art Masterpieces II	n/a	I_VII	4	35	40	75
40	BMA_T 01	Copywriting	n/a	I_VII	4	35	40	75
41	BMA_T 02	World Art History	n/a	I_VII	4	35	40	75
42	BMA_T 03	History of Modern Art	n/a	I_VII	4	35	40	75
43	BMA_T 04	Advertising History	n/a	I_VII	4	35	40	75

44	BMA_T 05	Product Photography Retouching	n/a	I_VII	4	35	40	75
45	BMA_T 06	Industrial Product Design	n/a					
46	LIB 126	The History of World Civilizations I	n/a	I_VII	4	35	40	75
47	LIB 007	The History of World Civilizations I I	n/a	I_VII	4	35	40	75
48	LIB 019	Esthetics	n/a	I_VII	4	35	40	75
49	LIB 133	Critical thinking	n/a	III_VII	4	35	40	75
50	BA&LIB 012	Theory of advertising and perception	n/a	III_VII	4	34	41	75
55	BA&LIB 406	3D Modeling and Visualization 1 - (3D-MAX)	BA&LIB 403	V	6	51	99	150
56	BMA_T 07	3D Modeling and Visualization 1 - (Blender)	BA&LIB 403	V	6	51	99	150
57	BA&LIB 605	3D Modeling and Visualization 2 - (3D MAX, V-ray)	BA&LIB 406	VI	4	34	41	75
58	BMA_T 08	3D Modeling and Visualization 2 - (Blender)	BMA_T 07	VI	4	34	41	75
59	BMA_T 09	3D Game Design - (Blender)	BMA_T 08, BMA_T 07	VI_VII	4	34	41	75
60	BMA_T 10	Data Visualization and Data storytelling.	BA&LIB 404	III_VII	4	34	41	75
61	BA&LIB 418	Creative technologies in design	n/a	II_VII	4	34	41	75
62	LIB 036	Computer skills 1	n/a	I_VII	4	35	40	75
63	LIB 061	Computer skills 2	LIB 036	II_VII	4	35	40	75
64	BA&LIB 415	Projecting graphics (ArchiCAD)	n/a	V	4	34	41	75
65	BMA_T 11	AI for Designers	n/a	III_VII	4	34	41	75
66	BMA_T 12	Digital Reality as a Communication Tool (Augmented Reality (AR) and Virtual reality (VR))	n/a	III_VII	4	34	41	75
67	BA&LIB 011	Constructing spatial communications (show window, advertising display stand and the design of display exposition)	BA&LIB 415	VI	4	34	41	75
Free component - accumulating 30 credits is mandatory (12+8+10)								

Mandatory training courses of the free component- Foreign language 12 credits, other 8 credits								
68	BA&LIB 101	Foreign language 1	n/a	I	4	34	41	75
69	BA&LIB 102	Foreign language 2	BA&LIB 101	II	4	34	41	75
70	BA&LIB 103	Foreign language 3	BA&LIB 102	II	4	34	41	75
71	BA&LIB 104	Foreign language 4	BA&LIB 103	IV	4	34	41	75
72	BA&LIB 047	Academic Writing and Stylistics	n/a	VII_VIII	4	34	41	75
73	BMA_T 13	Information Society and Communications	n/a	V	4	35	40	75
74	BMA_T 14	Concept Art	n/a	II_VII	4	35	40	75
75	BMA_T 15	Character Animation (After affect 3)	n/a	II_VII	4	35	40	75
76	BMA_T 16	Advertising Graphics (3D-Cinema 4D)	n/a	II_VII	4	35	40	75
77	BMA_T 17	Artistic Photography	n/a	II_VII	4	35	40	75
78	BMA_T 18	Poster Design	n/a	II_VII	4	35	40	75
79	LIB 050	Ethnopsychology in Fine Arts	n/a	III_VII	4	35	40	75
80	LIB 005	Comparative Mythology	n/a	II_VII	4	35	40	75
Elective training courses of Free component - Accumulating 10 credits is mandatory								
81	LIB 015	General Psychology	n/a	I_VIII	4	35	40	75
82	LIB 097	Psychological Adaptation Skills	n/a	II_VIII	4	35	40	75
83	BA&LIB 025	Basics of Project Writing	n/a	VII_VIII	4	35	40	75
84	n/a	Marketing Basics	n/a	VI_VIII	4	35	40	75
85	n/a	Leadership	n/a	VI_VIII	4	35	40	75
86	n/a	Modern Art Museum	n/a	VI_VIII	4	35	40	75
87	n/a	Advertising and Perception Theory	n/a	VI_VIII	4	35	40	75
88	n/a	Principles of Organizational Behavior	n/a	VI_VIII	4	35	40	75
89	n/a	Negotiation Skills	n/a	VI_VIII	4	35	40	75
90	LIB 016	Ethics	n/a	I_VII	4	35	40	75
91	LIB 010	Logic	n/a	II_VII	4	35	40	75
92		Within any educational program of the first level	n/a	III_VIII	10			