



Humanities and Liberal Arts School (Faculty)

Bachelor's Program in Media Arts

Curriculum	
Name of the educational program	
Media Products and Visual Methods in Design	
Highest Academic Level	
Bachelor's Degree	
Qualification to be conferred 0211	
Bachelor of Media Arts	
Heads of the program	
Professor Nino Topuria; Associate Professor Mirian Kenia. Detailed information on the qualifications, and on the scientific and teaching activities of the heads of the program is given in the documents attached to the program.	
Volume of the program	
The Bachelor's Degree Program is based on the ECTS system. The Program offers a student a wide variety of possibilities to plan his/her own educational profile. Within the framework of the educational program, a student must accumulate 240 credits to attain the qualification. The total of credits is made up of the sum accumulated through the major field-specific study courses and components, through elective courses and free components: 1. A student accumulates 144 credits in the major mandatory field-specific study courses; - Mandatory degree-granting piece of work – creative project – 16 credits; - Mandatory practical component (portfolio) – 10 credits; 2. A student accumulates 30 credits in the major field-specific elective courses; 3. Within the framework of free components, a student accumulates 40 credits, which consist of 24 mandatory credits and 16 elective credits, and aim to help the student develop and / or deepen general transferable skills and expand his / her field of interests. 4. In the elective part of the free component, the student can also earn 16 credits not only from the given Media Arts program, but also from another academic educational program of the same level at the Georgian American University, LLC., or from an accredited academic educational program of the same level in another higher education institution of Georgia or from the	

academic educational program of the same level in a foreign higher education institution, if these credits are recognized in accordance with the legislation of Georgia.

The program entails mandatory study courses for the advancement of the mastery of field-specific English Language.

The standard length of study at the program is 4 years, or 8 semesters.

A student accumulates 60 credits per annum, i.e. 30 credits per semester. However, based on the individual schedule of a student, the number of credits per annum can be more or less than 60, but no more than 75.

Mandatory **practical component** (portfolio) – 10 credits and mandatory **degree-granting piece of work – creative project** – 16 credits – are to be accomplished in the 8th semester, which a student will be allowed to carry out only if he/she has accumulated the mandatory 174 credits.

Detailed descriptions of the practical component and degree-granting piece of work – creative project are given in the respective syllabi and are attached to the study program.

Language of instruction

The program will be carried out in the Georgian language.

The Aim of the Program

The major goal of the Bachelor's Program in Media Arts is to prepare a highly-qualified specialist who will be able to produce graphic and digital media products, draft and design mobile production and creative projects in the diverse visual communication sphere of media arts and advertising. The specialist will also be able to create graphic, video, animation episodes; audio, TV, commercial, illustrative-educational means, as well as prepare visual designs and illustrations for different print and media products. Besides, in accordance with the market demands, the specialist will make creative and masterly use of colour reproduction, photography, computer graphics and visual methods in a design; will combine pictures, words and decorations; will draft, produce, manage and use brand style, banner, poster, books, journals and magazines, commercials and advertisements in any communicative sphere, and in different commercial, editorial, advertising, scientific-educational and innovative creative activities.

Based on the above said, the aim of the Bachelor's program is:

1. **To make a student familiar with** a diverse sphere of media arts, which involves: critical analysis of theories and principles of graphic design (fundamentals of advertising design / brandbook, packaging design, script design and typography, poster design, visual communication in graphic design, illustration, etc.), digital design (photography and retouch, web and application design,

moving graphic, character animation, multimedia design, etc.); production of digital media items, and independent creative projects; as well as production of advertising materials by using digital technologies;

2. **To teach a student** the skills of applying major visual methods in the fields of media arts and advertising, creating high-quality creative images using digital technologies; drafting advertising products for modern media, such as moving and static infographics, banners, light boxes, consumer arts of a city / street; applications, developing animated episodes, product packaging, graphic design and others;
3. **To help a student develop** the skills of creative work on media arts projects or their parts - planning, drafting, renewing, explaining, presenting, searching for topical materials related to modern issues, etc;
4. **To help a student master** general, profession-specific, and transferrable skills in the fields of media arts and advertising; to assist a student to develop conceptual and strategic vision in parallel with creative vision; and to acquire the skills of carrying out degree-granting creative piece of work in accordance with pre-defined instructions;
5. **To help a student acquire** the skills of conceptual thinking and argued debates with specialists and non-specialists about the delivery of his/her ideas and innovations to the market, about the existent problems and the ways of their solutions;
6. **To help a student develop** a sense of ethical and cross-cultural responsibility in a diverse communicative visual sphere, to foster the ability to define and plan his/her further education necessities and to continuously update the knowledge.

Prerequisites for the admission to the program

Only a person holding a state-issued school-completion certificate or any equivalent document, has the right to be enrolled on a Bachelor's degree program based on the results of the Unified National Entry Examinations.

Enrollment of students on the Bachelor's degree program without having taken Unified National Entry Examinations is only possible in exceptional cases that are allowed by Georgian legislation.

Spheres of employment

A Bachelor of Media Arts, is mainly ready to produce graphic and digital media items, to draft and design mobile production, to carry out, analyze, develop and manage creative projects in the diverse visual communication sphere of media arts and advertising.

Upon the completion of the full Bachelor's program, a graduate will be able to work in any organization, such as: media, commercial, publishing, state, advertising, educational, banking or any other organization.

He / she will be able to hold the following positions: a designer of low or middle levels, graphic designer, editor of digital video, editor of digital image, animator, illustrator, page maker-up, designer-manager, advertising manager, etc.

Possibility to pursue further studies

A graduate of Bachelor's level program will be eligible to pursue further studies on to the next stage of higher education - Master's level – as prescribed by Georgian legislation.

Learning outcomes

Upon the completion of the Bachelor's program a student:

1. **Masterly utilizes** computer graphics, animation, two- and three-dimensional audio-visual projection systems **and produces** high-quality creative images-items in advertising design, by using digital technologies; effectively uses visual methods in the management process;
2. **Uses** available resources in digital technologies throughout the entire process of working on graphic, textual, multimedia products; searches and processes information, systematizes, appropriately models, visualizes and presents it;
3. **Formulates and plans** goals of media products and projects, gathers and analyzes appropriate conceptual data; creates graphic, animation and digital products; elaborates and presents them;
4. **Is able** to plan, draft, renew, explain and present creative projects; possesses general marketing and management skills of communication and digital technologies;
5. **Creates** a degree-granting piece of work – creative project in the fields of media arts and advertising, and / or participates in the group project working on multimedia, web, mobile production in accordance with pre-defined instructions; formulates creative ideas appropriate to business goals; demonstrates general, field-specific, professional, transferrable skills and acts effectively within their framework;
6. **Holds** argued debates with specialists and non-specialists about the delivery of his/her ideas and innovations to the market, about the creation of graphic and digital media products, about the identification of dynamics and new style trends in visual methods of design, about the existent problems and the ways of their solutions; readily shares different ideas and draws relevant conclusions;
7. **Focuses on** active development under unpredictable study and / or working conditions and takes on relevant responsibilities;
8. **Carries out** any activities by adhering to ethical principles;
9. **Plans** his/her further continuous professional development, and **independently defines** his/her own education necessities.

Teaching and learning methods

- ☒ lecture
- ☒ seminar
- ☒ practical / laboratory work
- ☒ teaching with electronic resources
- ☒ e-learning
- ☒ study practice
- ☒ group work

The teaching-learning methods involve the relevant activities: independent work, discussion, demonstration, brainstorming, presentation, etc.

A teacher may be using one or more of the above-mentioned methods, or may be applying any other method contingent upon the specific requirements and goals of a study course. The teaching-learning methods of a concrete study course are reflected in its syllabus.

Degree-granting work – creative project

A degree-granting work entails the production and presentation of a creative project.

A degree-granting work – creative project must be carried out in compliance with the requirements prescribed in the respective (degree-granting work) syllabus.

A creative project is a coherently structured media product copied to a CD and / or uploaded to a website, and carried out by using visual methods, technologies, graphic and vivid animation models, video, audio, photo and textual materials, and tagged by relevant annotations.

Annotated cards provide detailed information on the aims, purpose, work stages and structural-content side of the degree-granting work, as well as on the definition of target audiences and formulation of expected outcomes.

Assessment system

Each study component of the program provides a detailed representation of the assessment of student's knowledge of course materials.

The accumulation of credits in the relevant study component by a student involves his/her active participation in the study process and is based on the principle of continuous assessment of the acquired knowledge. The evaluation of the level of the achieved study results is carried out in accordance with the assessment system approved by the order # 3 of January 5, 2007, of "The Rule of Calculation with Credits of Higher Education Programs" issued by the Minister of Education and Science of Georgia.

The evaluation of the achieved level of study results involves the following assessment forms – midterm and final assessments, the sum of which makes up the final assessment – maximum 100 points.

In a given course, a student is continuously assessed throughout a semester. Accordingly, the final assessment of a student is the sum of midterm and final exams and evaluations.

The assessment forms are made up of the assessment component(s) that define the ways of evaluating a student's knowledge/realization and / or skills and /or autonomy/responsibility (oral/written test, oral/written quiz, presentation / seminar-demonstration, practical/laboratory work and others). The assessment components combines different assessment methods (test, presentation, graphic work and others). The assessment method is measured by the assessment criteria.

Each form and component of assessment is allotted a certain share out of the total of 100 points, which is reflected in a relevant syllabus.

Final exam is allotted 40 points, the remaining 60 points are allotted to midterm assessments;

60 points of midterm assessment can be accumulated by several tests, seminars, activities in practical classes, presentations, home task discussions at the seminars, practical activities and others, contingent upon the specifics of a course and written out in detail in a syllabus by a leading professor of a course;

Each form of assessment has a minimum competence threshold – minimum 25 points for midterm assessment, and minimum 16 points for final assessment.

A student will be admitted to final exam only if he/she accumulates minimum 25 points in midterm assessments throughout a semester;

A minimum competence threshold may also be defined for assessment component(s), which will be described in detail in a study course syllabus.

Using solely one form of assessment is not allowed for granting a student a credit. A student is granted a credit in the case of earning a positive evaluation.

Credit accumulation in any given study course is possible if a student successfully accomplishes tasks prescribed by a course syllabus and receives a positive grade defined by legislation;

A study course is considered successfully accomplished if a student accumulates minimum 51 points.

Student assessment is conducted by the following evaluation system:

The assessment system of the study component of the program:

Five types of positive assessment:

- (A) Excellent _ 91-100 points;
- (B) Very good _ 81-90 points;
- (C) Good _ 71-80 points;
- (D) Satisfactory _ 61-70;

(E) Sufficient _ 51-60 points.

Two types of negative assessment:

(FX) Could not pass _ 41-50 points out of maximum assessment, which means that a student needs to work more and is granted the right to re-take an exam once after additional independent work;

(F) Failed _ 40 points and less out of maximum assessment, which means that the work done by a student is insufficient and he/she needs to re-take the course.

In case of receiving the assessment of FX, an additional exam is set within 5 calendar days after the announcement of the results of the final exam. A student takes an additional exam in the same semester.

For establishing the final rating of a student and stimulating him/her, a cumulative grade is calculated (a cumulative grade is calculated at the end of each semester). The cumulative grade is calculated in the following way: the points accumulated by a student in a certain subject are multiplied by the credit points allotted to that subject, and thereafter, the total number is divided by the credit points accumulated by a student.

The resources to be utilized for the realization of the program

Material resources:

- The space as defined by legislation (study and supplementary);
- The auditoria equipped with relevant inventory, conference halls, work spaces for the academic personnel, work spaces for the administrative staff;
- The system for continuous provision of electricity;
- Wet points;
- Natural illumination;
- Heating facilities;
- Fire extinguishing mechanisms and safety inventory;
- Evacuation plan;
- Medical facilities; medical service center;
- University security services and mechanisms of keeping order;
- Sufficient number of computers and access to the Internet;
- The library equipped with the relevant study manuals and with the modern information-communication technologies;

Human resources:

- Academic staff selected according to Georgian legislature, considering their qualifications.
- Practitioners and researchers possessing relevant qualifications and individuals holding academic degree are invited to the University.

Target Benchmarks of Learning Outcomes of the Bachelor's Program

- 1. Masterly utilizes** computer graphics, animation, two- and three-dimensional audio-visual projection systems and produces high-quality creative images-items in advertising design, by using digital technologies; effectively uses visual methods in the management process;

Target benchmark:

In order to evaluate the learning outcomes, students' achievements are assessed in the following study courses:

- Introduction into specialty – media production and visual methods in design
- Foundations of colour theory
- Creative graphics (painting; drawing)
- Basics of composition
- Graphic foundations of web design
- Basics of advertising design (brandbook)
- Information society and foundations of communication theory
- Visual communications in graphic design

- 2. Uses** available resources in digital technologies throughout the entire process of working on graphic, textual, multimedia products; searches and processes information, sytematizes, appropriately models, vizuales and presents it;

Target benchmark:

In order to evaluate the learning outcomes, students' achievements are assessed in the following study courses:

- Basics of sketching
- Basics of illustration
- Basics of photo-design
- Elaboration and retouch of a photo
- Creative photography
- Script design and typography
- Foundations of product packaging design
- Poster design
- Creative technologies in design

3. Formulates and plans goals of media products and projects, gathers and analyzes appropriate conceptual data; creates graphic, animation and digital products; elaborates and presents them;

Target benchmark:

In order to evaluate the learning outcomes, students' achievements are assessed in the following study courses:

- Computer raster graphics (Adobe Photo Shop)
- Computer vector graphics (Adobe Ilustrato)
- Animation basics (raster)
- Computer graphics (Adobe InDesign)
- Computer modeling (3D-MAX)
- Computer modeling and rendering (advanced level course)
- Multimedia systems
- Sound design and audio packaging of advertising production (Adobe Audition)
- Multimedia advertising design (after affect, level1)
- Multimedia advertising design (after affect, level2)
- Character animation (after affect, level3)
- Advertising graphics (3D-Cinema 4D)
- Interface design of a customer (UX/UI Experiaence Design (XD))

4. Is able to plan, draft, renew, explain and present creative projects; possesses marketing and management skills of communication and digital technologies;

Target benchmark:

- **Uses** functions of different categories; **chooses** functions appropriate for working with various data types;
- **Defines** the necessities and sharing methods of working with electronic tables;
- **Filters, sorts, controls and protects** data;
- **Systematizes, analyzes, visualizes, spreads and works on** electronic information;
- **Draws conclusions**, which help to minimize risks of erroneous planning and to choose better versions on the basis of analysis;

Assessment methods / components: test, quiz, seminar / presentation-demonstration, practical / laboratory work, individual piece of work, practical component (portfolio), degree-granting piece of work.

5. Creates a degree-granting piece of work – creative project in the fields of media arts and advertising, and / or participates in the group project working on multimedia, web, mobile production in accordance with pre-defined instructions; formulates creative ideas appropriate to business goals; demonstrates general, field-specific, professional, transferrable skills and acts effectively within their framework;

Target benchmark:

- Logically formulates project aims and goals, and defines them clearly;
- Follows the structure of work steadily;
- Specifies the issues appropriately;
- Elaborates graphic part in accordance with the task; analyzes the entire work process and carries it out appropriately;
- Analyzes the results of the entire work process;
- Is a team player – actively participates in any part of the creative project (e.g. planning, writing, presenting), logically formulates one's own ideas regarding any stage of the conducted work and the involvement of individual members of the team, etc.

Assessment methods / components: test, quiz, seminar / presentation-demonstration, practical / laboratory work, individual piece of work, team work, practical component (portfolio), degree-granting piece of work.

6. Holds argued debates with specialists and non-specialists about the delivery of his/her ideas and innovations to the market, about the creation of graphic and digital media products, about the identification of dynamics and new style trends in visual methods of design, about the existent problems and the ways of their solutions; readily shares different ideas and draws relevant conclusions;

In order to evaluate the learning outcomes, students' achievements are assessed in the following study courses:

- Copywriting
- Multimedia project management
- Practical component
- Presentation of creative project
- Presentation of information considering listener's interests
- Presentation of the available information and one's own arguments in a written form logically, coherently and clearly
- Respect for different opinions and ideas

Target benchmark:

- Plans media project;

- On the basis of copywriting, presents created media product in a proper form to the public and at the exam;
- Participates in the organization of the entire work process of the project;
- Creates media project and designs it aesthetically;
- Uses visual methods;
- Manages multimedia project;
- Carries out practical component (portfolio);
- Drafts annotation card;
- Presents the degree-granting piece of work by adhering to all the prescribed and defined regulations;

Assessment methods / components: test, quiz, seminar / presentation-demonstration, practical / laboratory work, individual piece of work, team work, practical component (portfolio), degree-granting piece of work.

7. **Focuses on** active development under unpredictable study and / or working conditions and takes on relevant responsibilities;

Target benchmark:

- Searches for the information relevant to the task in native and foreign languages;
- Actively participates in team work;
- Carries out independent academic field-specific professional tasks of various types;
- Formulates relevantly substantiated conclusions;
- Generalizes the conclusions drawn in a familiar field-specific professional setting and uses them convincingly in a new context;
- Uses communication technologies effectively;
- Accomplishes the project or its part;

Assessment methods / components: tests, term-paper, portfolio, individual piece of work, team work, practical component (portfolio), degree-granting piece of work.

8. **Carries out** any activities by adhering to ethical principles;

9. **Plans** his/her further continuous professional development, and **independently defines** his/her own education necessities.

Target benchmark:

- Assesses one's own abilities;
- Assesses others' abilities;
- Plans his / her own continuous professional development;
- Manages time;

- Carries out tasks by adhering to ethical principles;
- Manages available resources;

Assessment methods / components: test, quiz, seminar / presentation-demonstration, practical / laboratory work, individual piece of work, team work, practical component (portfolio), degree-granting piece of work.

#	Criteria for the assessment of target benchmarks
A	An excellent application of the skills as defined by an indicator; An outstanding demonstration of an ability to analytically synthesize arguments and formulate clear and substantiated conclusions.
B	A very good application of the skills as defined by an indicator; A high-level demonstration of an ability to analytically synthesize arguments and formulate clear and substantiated conclusions.
C	A good application of the skills as defined by an indicator; A good-level demonstration of an ability to analytically synthesize arguments and formulate clear and substantiated conclusions.
D	A satisfactory application of the skills as defined by an indicator; A satisfactory-level demonstration of an ability to analytically synthesize arguments and formulate clear and substantiated conclusions.
E	A sufficient application of the skills as defined by an indicator; A sufficient-level demonstration of an ability to analytically synthesize arguments and formulate clear and substantiated conclusions.
F	A very limited application of the skills as defined by an indicator; An inability to analytically synthesize arguments and formulate clear and substantiated conclusions.

Attachment 1: Study plan of the program;

Attachment 2: The map of aims and results;

Attachment 3: The map of study results;

Attachment 4: CV Nino Topuria

Attachment 5: CV Mirian Kenia