

Graphic Design

Name of the Educational Programme:	Graphic Design
Awarded Qualification:	Bachelor of Graphic Design/ გრაფიკული დიზაინის ბაკალავრი
Credit Value of the Programme:	180 ECTS
Language of Education:	English
Programme Admission Preconditions:	<ul style="list-style-type: none"> • The entrant is enrolled in the bachelor's educational program in accordance with the rules established by the legislation of Georgia - based on the results of the Unified National Examinations. One of the compulsory subjects is: Mathematics/History/Fine and Applied Arts. In addition, the entrant must pass only English in foreign languages at the Unified National Examinations and is required to exceed the 50% + 1. • The mandatory procedure for obtaining the right to enroll in the bachelor's educational program is an interview in drawing, which involves the submission of drawings made by the entrant, which are evaluated by experts/specialists in the field. The procedure and stages of conducting a creative tour is described in the relevant regulation. • A person with a full general education has the right to enroll in a bachelor's degree program. Enrollment in cases provided by law is possible in accordance with the rules established by law, without passing the Unified National Examinations. Conditions for admission to the program for foreign citizens can be found at the link - https://iro.ibsu.edu.ge/admissions/
Purpose of the Programme:	<ol style="list-style-type: none"> 1. The aim of the educational program is to develop the student's ability to creatively, functionally, and compositionally solve complex graphic tasks. 2. The aim of the educational program is to provide the student with knowledge on creating brand visual identity (logo, typography, corporate style, flier, brochure, booklet, advertising posters) and packaging design (market research, price segment clarification, competitor analysis, label, gift and delivery design, etc.) 3. The aim of the educational program is to teach the student traditional and digital graphics, creative color modeling, technical and professional skills, functional and creative aspects of visual communication, advertising, art history, and theory, the knowledge of which will be successfully applied in accordance with modern graphic design requirements.

	<p>4. The program aims to provide students not only with theoretical knowledge, but with practical experience as well by supporting them to organize practice in different enterprises. Develop professional communication skills to effectively communicate with colleagues and clients, articulating the essence and idea of the project.</p>						
<p>Learning outcome</p>	<p>After successful completion of Educational Program in Graphic Design, graduates should have below given general and field-specific competences.</p> <table border="1" data-bbox="793 423 2039 1162"> <tr> <td data-bbox="793 423 989 846"> <p>Knowledge and understanding</p> </td> <td data-bbox="989 423 2039 846"> <ol style="list-style-type: none"> 1. Describes the history and theory of Graphic Design, including knowledge and sharing of art, recognizes the unique qualities of the brand, modern technologies, social sciences and humanities; 2. Understands the role of the Graphic Design profession, socio-cultural values, Develops and acquires information on functional and creative issues in digital art, visual communication, advertising, History and theory of Graphic Design 3. Reviews and develops visual communication techniques that expand brand awareness and increase product sales; 4. Practices and graphically depicts brand visuals through traditional and digital programs; prepares technical, presentation, printing, publishing files; With the customer, he/she describes the concept of the work, the visual value of the product, the strategy of presentation to the customer, directs the process of digitization of the developed concept. </td> </tr> <tr> <td data-bbox="793 846 989 1024"> <p>Skills</p> </td> <td data-bbox="989 846 2039 1024"> <ol style="list-style-type: none"> 5. The bachelor applies and graphically depicts brand visuals through traditional and digital tools; 6. Prepares technical, presentation, printing, and publishing files. 7. Uses electronic, graphic, modeling, communication, written, multimedia and other methods when designing, presenting and reviewing a Graphic Design project. </td> </tr> <tr> <td data-bbox="793 1024 989 1162"> <p>Responsibility and autonomy</p> </td> <td data-bbox="989 1024 2039 1162"> <ol style="list-style-type: none"> 8. Uses a variety of communication skills and adheres to professional ethics and accountability; 9. Identifies individual learning needs in accordance with own goals and plans for further professional development using available resources. </td> </tr> </table>	<p>Knowledge and understanding</p>	<ol style="list-style-type: none"> 1. Describes the history and theory of Graphic Design, including knowledge and sharing of art, recognizes the unique qualities of the brand, modern technologies, social sciences and humanities; 2. Understands the role of the Graphic Design profession, socio-cultural values, Develops and acquires information on functional and creative issues in digital art, visual communication, advertising, History and theory of Graphic Design 3. Reviews and develops visual communication techniques that expand brand awareness and increase product sales; 4. Practices and graphically depicts brand visuals through traditional and digital programs; prepares technical, presentation, printing, publishing files; With the customer, he/she describes the concept of the work, the visual value of the product, the strategy of presentation to the customer, directs the process of digitization of the developed concept. 	<p>Skills</p>	<ol style="list-style-type: none"> 5. The bachelor applies and graphically depicts brand visuals through traditional and digital tools; 6. Prepares technical, presentation, printing, and publishing files. 7. Uses electronic, graphic, modeling, communication, written, multimedia and other methods when designing, presenting and reviewing a Graphic Design project. 	<p>Responsibility and autonomy</p>	<ol style="list-style-type: none"> 8. Uses a variety of communication skills and adheres to professional ethics and accountability; 9. Identifies individual learning needs in accordance with own goals and plans for further professional development using available resources.
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<p>Evaluation Criteria</p>	<p>Study components considered by the program are carried out using the following learning methods/activities: Lecture/seminar, group work, practical/independent work, presentation, demonstration, induction, deduction, analysis, synthesis, case study, brainstorming, discussion/debate, simulation, role play, project, event plan, E-learning, problem-solving, focus groups, individual work, literature review, doing homework</p>						

Student Knowledge Evaluation System:

The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.

Student may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, sum of which makes up 100 points.

The grading system allows:

d) Five types of positive grades

- 1) (A) Excellent –91-100 points;
- 2) (B) Very good – 81-90 points;
- 3) (C) Good – 71-80 points;
- 4) (D) Satisfactory – 61-70 points;
- 5) (E) Acceptable – 51-60 points.

b) Two types of negative grades

- 1) (FX) Fail – 41-50 points, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;
- 2) (F) Fail – 40 points and less, meaning that the work of a student is not acceptable and he/she has to study the subject anew.

For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade must not exceed 60% of final evaluation grade.

Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.

A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:

- g) Obtaining minimal competence levels set for midterm and final evaluations;
- h) Obtaining minimum 51 points out of 100 points of final grade.

A student will be admitted to the additional exam if he scored 41 - 50 points out of a maximum of 100 points in the final assessment or at least 51 points, but did not pass the minimum competence limit defined for the final assessment.

	The format and evaluation criteria of the midterm and final assessment components are determined according to the syllabus/practice plan of each study course, taking into account their specificities and following the above criteria.
Field of Employment:	Graduates successfully work in advertising, design studios, strategic companies, manufacturing and trading firms, mass media, banks, publishing houses, various sectors of culture and art, and governmental, private, and manufacturing organizations, and can also be employed as freelancers with private orders.

#	Course / Module / Internship / Research Component	Status	Credit number	Distribution of Hours											Independent work	Total number of hours		
				I Year		II Year		III Year		Contact Hours								
				I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	Lecture	Seminar / Group Work / Laboratory Work / Practical work	Midterm exam(s)	Final exam	Total number of contact hours				
Free Mandatory courses				20 ECTS														
1	Academic Writing	mandatory	5ECTS	X								14	14	2	2	32	93	125
2	Computer Skills	mandatory	5ECTS		X							14	14	2	2	32	93	125

3	General English B2.1	mandatory	5ECTS	X						56	2	4	62	63	125	
4	General English B2.2	mandatory	5ECTS		X					56	2	4	62	63	125	
Field mandatory courses		120 ECTS														
5	Drawing /Visual Arts	mandatory	5ECTS	X						42	-	4	2	48	77	125
6	Design Basics/ Composition I	mandatory	5ECTS	X						14	14	2	2	32	93	125
7	2D vector graphics - Adobe Illustrator	mandatory	5ECTS	X						14	14	4	2	34	92	125
8	Basics of Photography	mandatory	5ECTS	X						14	14	2	2	32	93	125
9	Painting -Visual Arts	mandatory	5ECTS		X					42	-	4	2	48	77	125
10	Introduction to Graphic Design/ Composition II	mandatory	5ECTS		X					28	-	2	2	32	93	125
11	2D Raster graphics – Adobe Photoshop	mandatory	5ECTS		X					14	14	4	2	34	93	125
12	Logo Design	mandatory	5ECTS		X					44	-	4	3	51	74	125
13	Brand Identity	mandatory	5ECTS			X				26	-	4	2	32	93	125
14	History and Theory of Graphic Design	mandatory	5ECTS			X				28	-	2	2	32	93	125
15	Adobe Premier	mandatory	5ECTS			X				14	14	2	2	32	93	125
16	Brand-Strategy	mandatory	5ECTS			X				14	14	2	2	32	93	125
17	Motion Graphics/ After Effects	mandatory	5ECTS				X			14	14	2	2	32	93	125

18	Layout and Typography	mandatory	5ECTS				X			44	-	4	3	51	74	125	
19	Art Marketing	mandatory	5ECTS				X			14	14	2	2	32	97	125	
20	Basics of web design	mandatory	5ECTS				X			14	14	2	2	32	93	125	
21	Strategic Design	mandatory	5ECTS					X		14	14	2	2	32	93	125	
22	3D Digital Visualization (3D Max)	mandatory	5ECTS					X		14	14	2	2	32	93	125	
23	Adobe Animate	mandatory	5ECTS					X		14	14	2	2	32	93	125	
24	Practice	mandatory	5ECTS					X		42	-	4	2	48	77	125	
25	Portfolio	mandatory	5ECTS						X	14	14	4	2	32	93	125	
26	Pre-graduate Practice	mandatory	5ECTS						X	-	-	-	-	62	63	125	
27	Bachelor Thesis	mandatory	10 ECTS						X	-	-	-	1	14	235	250	
Elective Courses		15 ECTS															
28	Multimedia Design	Elective	5ECTS				X	X	X		14	14	2	2	32	93	125
29	Print advertising design	Elective	5ECTS				X	X	X		14	14	2	2	32	93	125
30	Creative Communication	Elective	5ECTS				X	X	X		14	14	2	2	32	93	125
31	Contemporary Culture-Shape and Challenges	Elective	5ECTS				X	X	X		14	14	2	2	32	93	125
32	Understanding Contemporary Art – Forms, Themes, Ideas	Elective	5ECTS				X	X	X		14	14	2	2	32	93	125

Free Elective credits		25 ECTS															
33		Elective					X										
34		Elective						X									
35		Elective							X								
36		Elective								X							
37		Elective								X							
Total			180 ECTS	30	30	30	30	30	30								