

Graphic Communications

Title of the study programme	Graphic Communications
Field of study	Applied Art and Design / Graphic Communications
Language of study	Serbian
Level of studies	Four (4) year, (eight semester) Bachelor Academic Studies - 240 ECTS
Admission requirement	Completed secondary school and successfully passed entrance exam.
Professional status	<p>On completing the undergraduate study programme of Graphic Communications, students gain general competencies. They can:</p> <ol style="list-style-type: none"> 1. Work independently within their artistic practice. 2. Functionally engage in institutions whose field of work implies the use of graphic design as an artistic or technical medium. 3. Competently and creatively contribute to the activities of professional teams in their field of work. 4. Independently engage in educational work in primary and secondary schools. 5. Continue their studies at the second level. <p>The specific competencies which students gain on completing the undergraduate study programme of Graphic Communications are:</p> <ol style="list-style-type: none"> 1. Wide knowledge about the fields of historical and theoretical corpus of the development of graphic communications, as well as their current trends. 2. Mastering profession related theoretical knowledge and skills which are the prerequisites for original creative expression. 3. Knowledge of historical development of pedagogical theories and pedagogical practice and adopting contemporary principles and methods of work in general and vocational visual arts education. 4. Acquiring basic principles of contemporary general and specialised psychology. 5. Knowledge of theoretical postulates and historical development of the theory of arts, philosophy, as well as general and specialised aesthetics. 6. Knowledge of the historical development and contemporary trends in the fields of marketing and trade communications.
Access to further study	The student may continue his/her education in master studies.
Continuance	The Academy of Arts offers one year (2 semester, 60ECTS) master studies in the same field

	Code	Subject	Type	ECTS	Lectures	Practice	Year
1.	09.APS108	Psychology of Creativity 1	C	2	30	0	I
2.	09.APS208	Psychology of Creativity 2	C	2	30	0	I
3.	09.LAC107	Anatomical Drawing 1	C	3	30	15	I
4.	09.LAC207	Anatomical Drawing 2	C	3	30	15	I
5.	09.LCR201	Drawing with Technology 2	C	5	90	15	I
6.	09.LCT101	Drawing with Technology 1	C	5	90	15	I
7.	09.LGD102	Poster 1	C	2	15	15	I

8.	09.LGD109	Book Graphics 1	C	2	15	15	I
9.	09.LGD110	Utilitarian Graphics 1	C	3	15	15	I
10.	09.LGD111	The Letter and Typography with Calligraphy 1	C	2	15	15	I
11.	09.LGD202	Poster 2	C	2	15	15	I
12.	09.LGD209	Book Graphics 2	C	2	15	15	I
13.	09.LGD210	Utilitarian Graphics 2	C	3	15	15	I
14.	09.LGD211	The Letter and Typography with Calligraphy 2	C	2	15	15	I
15.	09.LIU106	History of Art 1	C	3	30	15	I
16.	09.LIU206	History of Art 2	C	3	30	15	I
17.	09.LLE103	Visual Art Elements 1	C	2	15	15	I
18.	09.LLE203	Visual Art Elements 2	C	2	15	15	I
19.	09.LUG104	Introduction to Graphics and Printmaking 1	C	3	30	15	I
20.	09.LUG204	Introduction to Graphics and Printmaking 2	C	3	30	15	I
21.	09.LUV105	Introduction to Sculpting with Technology 1	C	3	30	15	I
22.	09.LUV205	Introduction to Sculpting with Technology 2	C	3	30	15	I
23.	09.AOE409	Fundamentals of Aesthetics	C	2	30	0	II
24.	09.AUF309	Introduction to Philosophy	C	2	30	0	II
25.	09.LAR307	Architecture 1	C	1	15	15	II
26.	09.LAR407	Architecture 2	C	1	15	15	II
27.	09.LCT301	Drawing with Technology 3	C	5	90	0	II
28.	09.LCT401	Drawing with Technology 4	C	5	90	0	II
29.	09.LGD302	Poster 3	C	3	30	15	II
30.	09.LGD305	Book Graphics 3	C	3	30	15	II
31.	09.LGD311	Utilitarian Graphics 3	C	2	15	15	II
32.	09.LGD312	The Letter and Typography with Calligraphy 3	C	2	15	15	II
33.	09.LGD402	Poster 4	C	3	30	15	II
34.	09.LGD405	Book Graphics 4	C	3	30	15	II
35.	09.LGD411	Utilitarian Graphics 4	C	2	15	15	II
36.	09.LGD412	The Letter and Typography with Calligraphy 4	C	2	15	15	II
37.	09.LIU306	History of art 3	C	3	30	15	II
38.	09.LIU406	History of Art 4	C	3	30	15	II
39.	09.LOS310	Fundamentals of Painting with Technology 1	C	3	30	15	II
40.	09.LOS410	Fundamentals of Painting with Technology 2	C	3	30	15	II
41.	09.LSK308	Sociology of Culture 1	C	2	30	0	II
42.	09.LSK408	Sociology of Culture 2	C	2	30	0	II
43.	09.LUF303	Introduction to Photography 1	C	2	30	0	II
44.	09.LUF403	Introduction to Photography 2	C	2	30	0	II

45.	09.LUI304	Introduction to the Intermedia Explorations 1	C	2	15	15	II
46.	09.LUI404	Introduction to the Intermedia Explorations 2	C	2	15	15	II
47.	09.APE504	Pedagogy	C	2	30	0	III
48.	09.AŠP604	Educational Psychology	C	2	30	0	III
49.	09.LCT501	Drawing with Technology 5	C	2	30	15	III
50.	09.LCT601	Drawing with Technology 6	C	2	30	15	III
51.	09.LGD502	Poster 5	C	3	30	15	III
52.	09.LGD506	Book Graphics 5	C	3	30	15	III
53.	09.LGD507	Utilitarian Graphics 5	C	3	30	15	III
54.	09.LGD508	The Letter and Typography with Calligraphy 5	C	3	30	15	III
55.	09.LGD602	Poster 6	C	3	30	15	III
56.	09.LGD606	Book Graphics 6	C	3	30	15	III
57.	09.LGD607	Utilitarian Graphics 6	C	3	30	15	III
58.	09.LGD608	The Letter and Typography with Calligraphy 6	C	3	30	15	III
59.	09.LIU505	History of Art 5	C	3	30	15	III
60.	09.LIU605	History of Art 6	C	3	30	15	III
61.	09.LIZ001	Intermediate Arts 1	E	3	30	15	III
62.	09.LIZ003	Digital Picture 1	E	3	30	15	III
63.	09.LIZ006	Graphics - Intaglio Printmaking 1	E	3	30	15	III
64.	09.LMK503	Methodology of Fine Arts 3	C	4	30	15	III
65.	09.LMK603	Methodology of Fine Arts 4	C	4	30	15	III
66.	09.LZI001	Intermediate Arts 2	E	3	30	15	III
67.	09.LZI006	Graphics - Intaglio Printmaking 2	E	3	30	15	III
68.	09.LZI008	Sculpture in the Material 2	E	3	30	15	III
69.	09.LCT701	Drawing with Technology 7	C	2	30	15	IV
70.	09.LCT801	Drawing with Technology 8	C	2	30	15	IV
71.	09.LGD702	Poster 7	C	3	30	15	IV
72.	09.LGD705	Book Graphics 7	C	2	30	15	IV
73.	09.LGD706	Utilitarian Graphics 7	C	3	30	15	IV
74.	09.LGD707	The Letter and Typography with Calligraphy 7	C	3	30	15	IV
75.	09.LGD708	Fundamentals of Design Market Communications 1	C	1	30	0	IV
76.	09.LGD802	Poster 8	C	3	30	15	IV
77.	09.LGD805	Book Graphics 8	C	2	30	15	IV
78.	09.LGD806	Utilitarian Graphics 8	C	3	30	15	IV
79.	09.LGD807	The Letter and Typography with Calligraphy 8	C	3	30	15	IV
80.	09.LGD808	Fundamentals of Design Market Communications 2	C	1	30	0	IV

81.	09.LIU704	History of Art 7	C	3	30	15	IV
82.	09.LIU804	History of Art 8	C	3	30	15	IV
83.	09.LIZ002	Digital Graphics 1	E	3	30	15	IV
84.	09.LIZ004	Fundamentals of Black and White Photography 1	E	3	30	15	IV
85.	09.LIZ016	Line Programme 1	E	3	30	15	IV
86.	09.LMK703	Methodology of Fine Arts 3	C	4	30	15	IV
87.	09.LMK803	Methodology of Fine Arts 4	C	4	30	15	IV
88.	09.LZI002	Digital Graphics 2	E	3	30	15	IV
89.	09.LZI004	Fundamentals of Black and White Photography 2	E	3	30	15	IV
90.	09.LZI016	Line Programme 2	E	3	30	15	IV