

**National Framework of Qualifications**  
**Faculty of Art and Design**  
**Study program: Graphic Design**

<b>Higher Education national framework</b>	<p>Bachelor of Arts in Graphic Design</p> <p><b>Level of classification: VI A, First cycle of the studies, University studies 240 ECTS</b></p>
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• Ability to show knowledge and understanding of basic concepts and theories in graphic design, aesthetics and art upgraded on the knowledge of previous education and training.</li> <li>• To demonstrate proficiency in drawing, especially in illustration.</li> <li>• To demonstrate knowledge in the field of advertising</li> </ul>
<b>Applying knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• Ability to apply knowledge and understanding of the aesthetic approach to graphic design</li> <li>• Ability to create 2D and 3D animations.</li> <li>• Ability to make video production and website design</li> <li>• Ability to apply knowledge and understanding in the creation of multimedia projects consist of text, graphics, photographs, animations, video, sound, etc..</li> </ul>
<b>Making judgments</b>	<ul style="list-style-type: none"> <li>• Ability to identifies, classify, describe and analyze critical thinking and expression of ideas in decision-making during the creative design</li> <li>• To analyze and solve problems in the design of some product</li> <li>• Ability to assess the process of creating original products design by using software tools</li> <li>• Ability to collect, analyze and create models of the company's corporate image and various promotional materials.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Effective functioning as individual, also as part of a team.</li> <li>• Ability to communicate and discuss before professional and lay public about information, ideas, problems and solutions when and the criteria for deciding the scope of the task is clearly defined.</li> <li>• Ability to independently participate in professional approach, specific, scientific and interdisciplinary discussions.</li> </ul>
<b>Learning skills</b>	<ul style="list-style-type: none"> <li>• Monitoring the latest scientific achievements in the relevant field</li> <li>• Getting new knowledge through the use of information technology and professional literature in the field of graphic design and art</li> <li>• Analysis of world-famous works of art with the use of information technology</li> </ul>