CAUCASUS UNIVERSITY

კავკასიის არქიტექტურისა და დიზაინის სკოლა
CAUCASUS SCHOOL OF ARCHITECTURE AND DESIGN

Undergraduate Program
Graphic Design

Name of the Educational Program	
	გრაფიკული დიზაინი
Name of the Educational Program in English	
	Graphic Design
Level of Higher Academic Education	
	Bachelor's
Type of Educational Program	
	Academic
Language of Instruction	
	English
Qualification to be granted and Code	
In Georgian:	ხელოვნების ბაკალავრი გრაფიკულ დიზაინში, 0211
In English:	Bachelor of Fine Arts in Graphic Design, 0211
Date of Program Approval and Update	
	01/01-80, 09.12.2024
Head of the program	
	Associate Proffesor Mariam Menabde; Co-head: Mariam Iashvili
Program Volume in Credits	

The Graphic Design Undergraduate Program is a 3-year artistic and creative course comprising 180 ECTS credits. The academic structure follows the semester system, with each semester covering 20 academic weeks, totaling 40 weeks per academic year. Each ECTS credit represents 25 hours of combined contact workload and independent study, including preparation for midterms, finals, and homework.

Completion Policy: Students with academic debt may continue for up to 4 additional semesters to complete the program, maintaining active student status.

Program Structure:

1. Main Field of Study (140 ECTS credits)
   o Compulsory Courses: 120 credits
   o Elective Courses: 20 credits
2. Free Component Training Courses (40 ECTS credits)
   o Compulsory University Courses: 20 credits
   o University Elective Courses: 15 credits

o Free Credits: 5 credits	

Precondition to the program	

- **Eligibility**: Applicants must have completed general education to qualify for the program.
- **Entrance Exams**: Admission to the program requires passing **unified national exams**, administered by a public legal entity - **National Center for Evaluation and Examinations**,
- **Creative Competition**: Prospective students must participate in a **creative tour/competition** at the university before taking the unified national exams. This process is conducted in accordance with the regulations set by the **Minister of Education and Science of Georgia** as per the **February 18, 2011 order**.
- **Exceptions**: Enrollment exceptions to the standard procedure are permissible only as defined by applicable law.
- **Mobility Enrollment**: Enrollment through **mobility** is permitted under legal regulations.

Program Qualification Description

Goal of the Graphic Design Undergraduate Program:

The program aims to:

- **Provide comprehensive knowledge** of graphic design and develop students' ability to create **innovative, functional, and well-composed solutions**.
- Equip students with **theoretical and practical knowledge** to effectively communicate a company's message (product/service) to its customers.
- Teach students how to design and apply various aspects of **visual brand identity**, including logotypes, typography, corporate styles, flyers, brochures, booklets, and advertising posters. The program also covers **packaging design**, 3D branding, installation building, **web design**, application creation, market research, price segment analysis, competitor review, and design of labels and gift/shipping boxes.
- Provide instruction in **digital design**, color modeling, and creative industries.
- Guide students in identifying a brand's **target audience** and ensuring the product concept aligns with **current market trends**.
- Develop essential skills for **employment** in both the **international and local markets**.

Program Learning Outcomes

Graduate Competencies:

Knowledge and Awareness:

Describes the essence and characteristics of functional and creative issues in digital art, visual communication, advertising, art history, and theory, and systematically organizes, models, and demonstrates this information in the desired form.

Ability:

2. Practically applies and visually represents a brand's identity and developes concept/idea with a high level of creativity and technical skill using modern graphic software.

3. Describes the concept of the work, the significance of the product's visual representation, and the presentation strategy to the client, using theoretical and practical skills, and establishes a connection with the client.

4. Utilizes visual communication methods to develop brand awareness, increase product sales, create unique visual content, and demonstrate the ability to market artistic products.

5. Based on the acquired theoretical and practical knowledge, identifies technical, presentation, print, and publishing files.

Responsibility and Autonomy:

6. In accordance with professional ethics and conduct standards, based on an analysis of client requirements and market research, considers core creative and compositional values, and independently assesses and determines the professional development needs of oneself and team members.

7. In accordance with academic and professional integrity standards, and based on the principles of design and composition while considering creative values, assesses the significance of a brand's unique attributes and visual identity.

Employment Opportunities

Graduates of the program can work in positions such as graphic designer, web designer, mobile graphic artist, illustrator, and other related roles.

The degree obtained will enable graduates to be employed in various organizations, including advertising agencies, television stations, printing houses, print offices, web studios, private businesses, non-governmental or international organizations, and others. It should also be noted that potential employers in Georgia's labor market include partner organizations of the university, as well as other large or small business enterprises, banks, state institutions, educational institutions, web development firms, and more.

Opportunities for pursuing education

Graduates of the program can pursue further studies at the **master's level**.

Knowledge Assessment Criteria

Two types of assessment are used in student evaluation: **deterministic and formative**. The purpose of **formative assessment** is to accurately gauge student achievement. It monitors the quality of learning and determines the level of student performance relative to the course goals, focusing on **student development** and providing feedback on progress.

The assessment system is based on a **100-point scale**, allowing for:

Positive Assessments:

a) **Five types of positive evaluation**:

- (A) **Excellent** – 91-100 points
- (B) **Very Good** – 81-90 points
- (C) **Good** – 71-80 points
- (D) **Satisfactory** – 61-70 points
- (E) **Sufficient** – 51-60 points

Negative Assessments:

b) **Two types of negative evaluation**:

- (FX) **Failed** – 41-50 points, indicating that more work is needed for passing and the student may take one additional exam with independent preparation.
- (F) **Failed** – 40 points or less, indicating that the student's work is insufficient, requiring the subject to be retaken.

Credit is awarded based on the final assessment, which is the sum of points from the midterm and final assessments. However, points from the final assessment are not added to the grade received on an additional exam. The grade from the additional exam becomes the final grade and is recorded in the final result for the course component.

Evaluation Structure:

- The evaluation of a student's learning achievements includes interim and final assessments, with each assigned a specific share of the total 100-point score. The intermediate assessment is worth **70 points**, while the final assessment accounts for **30 points**. Minimum competency levels are set for both components.
- In intermediate assessments, students must achieve at least **51% of the 70 points** during the first-year courses (except for **B2 English**) to qualify for the final exam. For all other courses, students must score at least **59% of the**

70 points. To pass the final or additional exam, students must score at least **51% of 30 points** in the first year and **60% of 30 points** in subsequent courses.

- Students who do not meet the minimum competency level in the final exam are eligible for an additional exam, scheduled within **5 days** after the final exam results are announced, as per the academic calendar.

Failure to meet the minimum competency threshold of **0-50 points** in the final evaluation or any assessment component results in an **F (0 points)** grade.

Teaching and Learning Methods

Different methods are used in the **teaching-learning process** to complement each other and ensure the achievement of learning outcomes. Taking into account the specifics of the field, the following types of methods are employed:

- Verbal (Oral) Method
- Book-Based Learning
- Laboratory and Demonstration Methods
- Practical Methods
- Discussion/Debate
- Group (Collaborative) Work
- Problem-Based Learning (PBL)
- Explanatory Method
- Action-Oriented Teaching
- Electronic Learning (E-learning)
- Case Study Method
- Deductive Teaching Method
- Analytical Method
- Synthesis Method, among others.

These methods are designed to complement and replace each other as needed during the teaching-learning process. The specific methods used for a particular study course are detailed in the **syllabus** of that course.

Persons involved in the program implementation

The program is supported by 23 academic and invited staff members, including 3 affiliated professors, 5 associate professors (4 affiliated), 6 assistant professors(5 of Them affiliated), and 9 guest lecturers. These staff members, based on their qualifications, play a direct role in fostering the competencies outlined in the program for students.

Other resources of the program

"In addition to the university's internal resources, partner educational institutions, public organizations, and private companies contribute to the program's implementation. The partner public and private organizations include:

- Redberry
- Top Group (Livingstone)
- Kraken
- Holly Motors
- Better Fly
- Mosaic
- Art Studio
- DM Studio
- Architects.Ge
- Kurdiani Studio "Dynasty"
- Ark Training Center
- Com Hive
- Artitex
- MUA Architecture & Placemaking
- DMARK
- ESCO
- Green Construction Council in Georgia

- Union of Architects of Tbilisi
- City Institute-Georgia
- Czech Center in Tbilisi
- Tbilisi Architecture, Design and Creative Industry Center"

Program Material Technical Resources

The university's material and technical resources ensure the fulfillment of the educational program's intended outcomes. Specifically, students and academic staff have access to computers equipped with relevant educational software and internet connectivity, as well as a well-equipped electronics and computer networks laboratory. Classrooms are furnished with necessary equipment, including multimedia projectors, computers, audio-visual systems, and educational tools such as whiteboards, desks, and chairs.

The university's book and electronic collections also support the achievement of the program's objectives.

Library – The university library houses a substantial collection of printed and electronic resources relevant to the undergraduate program, accessible to students, academic staff, and guest lecturers. The library's collection includes 23,651 printed materials and 7,986 electronic books and publications, and it features an electronic catalog. A reading hall, equipped with chairs, tables, and computers, is available for use. Additionally, the library offers a multifunctional photocopier, which students can operate with the assistance of three library staff members. In the reading room, students have access to the following internet and international electronic resources:

- EBSCO HOST
- Legal Source
- International Security & Counter-Terrorism Reference Center
- MEDLINE with Full Text
- Emerald Accounting, Finance and Economics eJournal
- ScienceDirect
- Scopus
- Sci-val Funding (Funding Institutional)
- HeinOnline
- Taylor and Francis

Scientific Journals:
- Cambridge Journals Online
- e-Duke Journals Scholarly Collection
- Edward Elgar Publishing Journals and Development Studies e-books
- European Respiratory Journal
- IMechE Journals
- Mathematical Sciences Publishers Journals
- OpenEdition Journals
- Royal Society Journals Collection
- SAGE Journals
- The Company of Biologist's Journals

Information and Communication Technologies – The university hosts a laboratory and computer equipment that align with the academic program and meet modern standards, connected to the internet and accessible to students, academic, invited, and administrative staff. Computers are equipped with appropriate software tools and applications. Classrooms and computer labs have local network and internet access.

An electronic system for student knowledge evaluation and teaching organization is utilized, ensuring students' access to assessments, academic performance monitoring by the administration, and support for the educational process. The university's website, which includes a catalog of educational programs, provides information related to program implementation and academic activities, ensuring transparency and accessibility. The library also features an electronic catalog.

Caucasus University is equipped with modern computer facilities and photocopier equipment, much of which was updated in 2018. There are currently eight computer labs located on floors A, B, and C, each equipped with personal computers and

multimedia projectors. All classrooms and the library are outfitted with projectors and computers. The administration and nearly all employees are provided with computers and internet access. The university's computer resources comprise more than 380 units, supplemented by office equipment such as printers and scanners, 20 "Smart boards," high-speed Kyocera copiers, and an HP MFD color copier.

WiFi is available throughout the university campus, and telephone communication is supported via IP telephones, with over 130 devices acquired for this purpose. The server room houses five modern servers, and the university's network infrastructure includes equipment such as Cisco and Aruba/HP switches, Fortinet NG Firewall, wireless controllers, and access points, totaling over 100 devices. The university's external network provides an internet speed of 400 MB/s globally and 1 GB/s for local connections, along with a backup internet connection of 30 MB/s.

Program Financial Support

The program budget includes income from student tuition and all expenses necessary for full functionality. Financial calculations are based on the following data derived from the program:

- Required contact hours for teaching
- Number of courses (including mandatory, elective, and foreign language courses)
- Compensation for lecture hours
- Material support for students during the learning process
- University administration expenses
- Costs associated with program development, accreditation, and internationalization
- Allocated expenses for academic staff development and scientific activities
- Expenses for student scientific activities
- Unforeseen expenses allowable during the program

The program budget also includes a financial allocation for the university's 'reserve fund,' which ensures coverage of all costs in the event of a minimum number of students. If any changes are made to the program, corresponding adjustments to the budget are implemented.

The program budget is approved by the University President, formalized through an order that includes the budget calculation as an annex.

№	Code	Precondition	Course	I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	ECTS Credits
				Aacademic Year						
				I		II		III		
				ECTS Credits						
University Mandatory Courses – 20 Credits										
1.	CIS 1140E		Computer skills and office applications	x						5
2.	ENGF 0001		General English B2.0	x						5
3.	ENGF 0002	ENGF 0001	General English B2		x					5
4.	ACWR 0007E		Academic Writing			x				5
University Elective Courses – 15 Credits										
5.	HIST 0003E		History of Georgia							5
6.	PHIL 0005E		Philosophy							5
7.	SOCI 0004E		Sociology			x				5
8.	HIST 000E		Introduction to World History and Civilization							5
9.	PSYC 0006E		Psychology							5
10.	POLS 0002E		Political Science							5
11.	ENGL 0009E	ENGL 0008E	General English C1.0			x				5
12.	ENGL 0010E	ENGL 0009E	General English C1				x			5
13.	GEO 0001		Georgian Language A1[i]	x						
14.	GEO 0002	GEO 0001	Georgian Language A2		x					
Mandatory Courses – 120 Credits										
15.	GDE 11161		Logo and Identity Design	x						5
16.	GDE 11165		Composition in Art I	x						5
17.	GDE 11163		Computer Graphics: Illustrator	x						5
18.	GDE 11160		Fine Arts	x						5
19.	GDE 12161		History of Contemporary Art		x					5
20.	GDE 12165	GDE 11165	Composition in Art II		x					5
21.	GDE 12163	GDE 11163	Raster Graphics: Photoshop		x					5

№	Code	Precondition	Course	I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	ECTS Credits
				Aacademic Year						
				I		II		III		
				ECTS Credits						
22.	GDE 12164	GDE 11161	Branding and Brandbook		x					5
23.	GDE 21161		Packaging Design			x				5
24.	GDE 21162		Publishing Design (InDesign)			x				5
25.	GDE 22161		Illustration				x			5
26.	GDE 22162	GDE 11163	Premiere				x			5
27.	GDE 22163		UI/UX – Figma I				x			5
28.	GDE 22164		Typography and Layout				x			5
29.	GDE 22165	GDE11163/ GDE	Graphic Design Project				x			5
30.	GDE 31160		Three-Dimensional Graphics 3D I					x		5
31.	GDE 31161		Print Advertising Design					x		5
32.	GDE 31162		Fundamentals of Photography					x		5
33.	GDE 31163	GDE 22163	UI/UX – Figma II					x		5
34.	GDE 31164		Motion Graphics (After Effects)					x		5
35.	GDE 32160	GDE 31160	Three-Dimensional Graphics 3D II						x	5
36.	GDE 32161		Portfolio						x	5
37.	GDE 32162		Bachelor's Project						x	10
Elective Courses – 20 Credits										
38.	INDE 22160		Interior Design I			x		x		5
39.	INDE 31160	INDE 22160	Interior Design II						x	5
40.	GDE 31165	GDE 32160	Three-Dimensional Graphics 3D III			x		x		5
41.	GDE 32163	GDE 31165	Three-Dimensional Graphics 3D IV						x	5
42.	GDE 22160		Advertising and Target Market				x			5
43.	FREE 01161		Free Crdeits [2]					x		5
ECTS Credits			Per year	60		60		60		
			Number of courses per year	12		12		11		

№	Code	Precondition	Course	Aacademic Year						ECTS Credits
				I		II		III		
				ECTS Credits						
				I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	

Note:

General English B1 Level courses are intended for students who do not possess sufficient competency for the B2 level, as determined by university regulations.
- **Within the scope of free credits**, a student may take courses (5 ECTS credits) either from other bachelor's programs offered by the university or from elective courses included in this program.

Hourly Calculation of the Program

№	Courses	ECTS Credit/hr.	Lecture / Practical	Seminar	Midterm and Final Exams	Presentation	Hours of indepdent work
1.	Ofputer Skills and Office Applications	5/125	21	3	4	2	95
2.	Academic Writing	5/125	19	5	4	2	95
3.	General English B2.0	5/125	57	4	4	3	57
4.	General English B2	5/125	57	4	4	3	57
5.	General English C1.0	5/125	57	4	4	3	57
6.	General English C1	5/125	57	4	4	3	57
7.	Introduction to World History and Civilization	5/125	20	4	4	2	95
8.	Political Science	5/125	17	7	4	2	95
9.	History of Georgia	5/125	20	4	4	2	95
10.	Sociology	5/125	20	4	4	2	95
11.	Philosophy	5/125	17	7	4	2	95
12.	Psychology	5/125	20	4	4	2	95
13.	Georgian Language A1	5/125	57	3	4	4	57
14.	Georgian Language A2	5/125	57	3	4	4	57
15.	Computer Graphics: Illustrator	5/125	21	3	4	2	95
16.	Composition in Art I	5/125	22		4	4	95
17.	Fine Arts	5/125	26		4		95
18.	Logo and Identity Design	5/125	21	3	4	2	95
19.	History of Contemporary Art	5/125	26		4		95
20.	Branding and Brandbook	5/125	21	3	4	2	95
21.	Raster Graphics: Photoshop	5/125	21	3	4	2	95
22.	Composition in Art II	5/125	22		4	4	95
23.	Packaging Design	5/125	21	3	4	2	95
24.	Publishing Design (InDesign)	5/125	21	3	4	2	95
25.	Premiere	5/125	21	3	4	2	95
26.	Illustration	5/125	21	3	4	2	95
27.	UI/UX – Figma I	5/125	21	3	4	2	95
28.	Typography and Layout	5/125	21	3	4	2	95
29.	Graphic Design Project	5/125	21	3	4	2	95
30.	Three-Dimensional Graphics 3D I	5/125	22	4	4		95
31.	UI/UX – Figma II	5/125	21	3	4	2	95
32.	Print Advertising Design	5/125	21	3	4	2	95
33.	Fundamentals of Photography	5/125	22	2	4	2	95
34.	Motion Graphics (After Effects)	5/125	21	3	4	2	95
35.	Three-Dimensional Graphics 3D II	5/125	20	4	4	2	95

№	Courses	ECTS Credit/hr.	Lecture / Practical	Seminar	Midterm and Final Exams	Presentation	Hours of indepdent work
36.	Portfolio	5/125	22	2	4	2	95
37.	Bachelor's Project	10/250	40				205
38.	Interior Design I	5/125	18	2	4	6	95
39.	Interior Design II	5/125	18	2	4	6	95
40.	Three-Dimensional Graphics 3D III	5/125	22	4	4		95
41.	Three-Dimensional Graphics 3D IV	5/125	22	4	4		95
42.	Free Credit	5/125	24	6	4		95
43.	Advertising and Target Market	5/125	22		4		95

Map of Program Learning Outcomes

Semester	Course Code	Learning Outcomes						
		LO #1: Describes the essence and characteristics of functional and creative issues in digital art, visual communication, advertising, art history, and theory, and systematically organizes, models, and demonstrates this information in the desired form.	**LO #2:** Practically applies and visually represents a brand's identity and developed concept/idea with a high level of creativity and technical skill using modern graphic software.	**LO #3:** Describes the concept of the work, the significance of the product's visual representation, and the presentation strategy to the client, using theoretical and practical skills, and establishes a connection with the client.	**LO #4:** Utilizes visual communication methods to develop brand awareness, increase product sales, create unique visual content, and demonstrate the ability to market artistic products.მბაჯვრული პროდუქტების რეალიზაცის უნარებს;	**LO #5:** Based on acquired theoretical and practical knowledge, identifies technical, presentation, print, and publishing files.	**LO #6:** In accordance with professional ethics and conduct standards, and based on an analysis of client requirements and market research, considers core creative and compositional values, and independently assesses and determines the professional development needs of oneself and team members. ბუნდის წევრია პროფესსიტული განვითარების საჭიროებს.	**LO #7:** In accordance with academic and professional integrity standards, and based on the principles of design and composition while considering creative values, assesses the significance of a brand's unique attributes and visual identity.

I	Computer skills and office applications					**High** [1]**Assessment tools:** presentation		**Low** [2] **Assessment tools:** mid term assignment
I	B2.0 General English					High **Assessment tools:**[3] test		Low **Assessment tools:** mid term assignment
II	B2.0 General English General English					High **Assessment tools:** test		Low **Assessment tools:** mid term assignment
III	Academic Writing					High **Assessment tools:** Mid term exam		Low **Assessment tools:** Mid term exam
I	Computer Graphics: llustrator	High **Assessment tools:** presentation	High **Assessment tools:** midterm assignment	Low **Assessment tools:** through assignment	Low **Assessment tools:** through assignment	High **Assessment tools:** through presentation		Medium **Assessment tools:** presentation

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[1] The correlation between the learning outcomes of the given course with the programme learning outcomes is **high** (advanced).

[2] The correlation between the learning outcomes of the given course with the programme learning outcomes is **low** (introduced).

[3] Specify the instrument of the course evaluation component (quiz, midterm exam, project, etc.) through which the achievement of the learning outcome is assessed.

II	Composition in Art I	High **Assessment tools:** midterm testing	**Medium** [4] **Assessment tools:** Practical work	Low **Assessment tools:** Mid Term task			High **Assessment tools:** midterm testing	High **Assessment tools:** midterm testing
I	**Fine Arts**			High **Assessment tools:** Midterm Exam				
I	Logo and Identity Design	High **Assessment tools:** Final Exam	Medium **Assessment tools:** presentation	High **Assessment tools:** Final Exam	High **Assessment tools:** Final Exam		Medium **Assessment tools:** Mid term	High **Assessment tools:** Final Exam
II	History of Contemporary Art	High **Assessment tools:** Quiz		High **Assessment tools:** Quiz				
II	**Branding and Brandbook**	High **Assessment tools:** Final Exam	Medium **Assessment tools:** presentation	High **Assessment tools:** Final Exam	High **Assessment tools:** Final Exam		Low **Assessment tools:** assignment	High **Assessment tools:** Final Exam

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[4] The correlation between the learning outcomes of the given course with the programme learning outcomes is **medium** (reinforced).

III	Raster Graphics: Photoshop	Low **Assessment tools:** assignment	High **Assessment tools:** midterm testing	Low **Assessment tools:** assignment	Low **Assessment tools:** assignment	High **Assessment tools:** Midterm testing		Medium **Assessment tools:** presentation
III	Composition in Art II	High **Assessment tools:** midterm testing	Medium **Assessment tools:** Practical work	Low **Assessment tools:** assignment			High **Assessment tools:** midterm testing	High **Assessment tools:** Practical work
IV	Packaging Design	Medium **Assessment tools:** presentation	Medium **Assessment tools:** presentation	Medium **Assessment tools:** presentation	High **Assessment tools:** Final Exam	Medium **Assessment tools:** presentation	Low **Assessment tools:** assignment	High **Assessment tools:** Final Exam
I	Publishing Design (InDesign)	High **Assessment tools:** Midterm testing	High **Assessment tools:** midterm assignment	Low **Assessment tools:** assignment	Low **Assessment tools:** assignment	High **Assessment tools:** presentation		
III	Premiere	Medium **Assessment tools:** presentation	High **Assessment tools:** Final Exam	Medium **Assessment tools:** presentation	Low **Assessment tools:** class assignment			Medium **Assessment tools:** presentation
V	Illustration	Low **Assessment tools:** Class assignment	High **Assessment tools:** Midterm Exam	Low **Assessment tools:** Class assignment		High **Assessment tools:** Midterm Exam		Medium **Assessment tools:** assignment

III	UI/UX – Figma I	Medium **Assessment tools:** presentation	High **Assessment tools:** Final Exam	High **Assessment tools:** Final Exam	High **Assessment tools:** Final Exam			Low **Assessment tools:** presentation
V	Typography and Layout	High **Assessment tools:** exam	Medium **Assessment tools:** Practical work	Low **Assessment tools:** Practical work	High **Assessment tools:** exam	Medium **Assessment tools:** presentation		High **Assessment tools:** exam
IV	Graphic Design Project	High **Assessment tools:** presenting a final project	Medium **Assessment tools:** Midterm Exam	Medium **Assessment tools:** Midterm Exam	Low **Assessment tools:** Midterm Exam	Low **Assessment tools:** Midterm Exam	High **Assessment tools:** presenting a final project	High **Assessment tools:** presenting a final project
IV	Three-Dimensional Graphics 3D I		High **Assessment tools:** Final Exam	Low **Assessment tools:** assignment	Medium **Assessment tools:** presentation of a project			Medium **Assessment tools:** assignment
V	UI/UX – Figma II	Low **Assessment tools:** presentation	High **Assessment tools:**	High **Assessment tools:**	High **Assessment tools:**			Medium **Assessment tools:** presentation
V	Print Advertising Design	High **Assessment tools:** exam	High **Assessment tools:** exam	Medium **Assessment tools:** Final exam	Low **Assessment tools:** making a presentation	High **Assessment tools:** exam		

V	Fundamentals of Photography		Low **Assessment tools:** assignment	High **Assessment tools:** Final Exam			Low **Assessment tools:** Final Exam	
V	Motion Graphics: After Effects	Low **Assessment tools:** assignment	High **Assessment tools:** Midterm Exam	Medium **Assessment tools:** presentation	High **Assessment tools:** Midterm Exam		Low **Assessment tools:** assignment	Medium **Assessment tools:** Midterm Exam
VI	Three-Dimensional Graphics 3D II		High **Assessment tools:** Final Exam	Low **Assessment tools:** assignment	Medium **Assessment tools:** presentation of the project			Medium **Assessment tools:** assignment
VI	Portfolio	High **Assessment tools:** presentation	High **Assessment tools:** presentation	High **Assessment tools:** presentation	High **Assessment tools:** presentation	High **Assessment tools:** presentation	High **Assessment tools:** presentation	
VI	Bachelor's Project	High **Assessment tools:** Final Exam in the project	High **Assessment tools:** Midterm Exam	High **Assessment tools:** Final Exam in the project	High **Assessment tools:** Midterm Exam	High **Assessment tools:** Final Exam in the project		High **Assessment tools:** Final Exam in the project

Academic and Invited Staff Involved in the Program

N	Professor	Status	Course
1	Mariam Meenabde	Associate Professor Affiliated	Interior Design I
			Interior Design II
2	Ana mgaloblishvili	Affiliated Professor	Fine Arts
3	Nana Iashvili Nana Chkhirodze	Associated Professor (Affiliated)	Composition in Art I
			Composition in Art II
4	Ketevan sturua	Invited Lecturer	Introduction to World History and Civilization
5	Irina meladze	Affiliated Associated Professor (affuliated)	Fundamentals of Photography
6	Tamta Mshvidobadze	Affiliated Associated Professor (affuliated)	C1 General English
			C1.0 General English
			B2.0 General English
			B2 General English
7	Shorena kujuxidze	Associated Professor (Affiliated)	Psychology
8	Lela Abdushelishvili	Associated Professor	Academic Writing
9	Tekla jamrulidze	Assistant-Professor (Affiliated)	Sociology
10	Tsotne Chanturia	Invited Lecturer	History of Georgia
11	Lasha Kharazi	Invited Lecturer	Philosophy
12	Guranda Chelidze	Affiliated Professor	Political Science
13	George Datukishvili	Affiliated Professor	Computer Skills and Office Applications
14	Mariam Iashvili	Assistant Professor	Logo and Identity Design
			Graphic Design Project
			Print Advertising Design
			Portfolio
15	Nino Barnabishvili	Invited Lecturer	History of Contemporary Art
16	Mariam Chkheidze	Affiliated Assistant Professor	Packaging Design
			Branding and Brandbook
17	Besik kharanauli	invited lecturer	Illustration
18	Rusudan Eristavi	Invited Lecturer	Publishing Design (InDesign)
19	Irakli Simonishvili	Invited Lecturer	UI/UX – Figma I
			UI/UX – Figma II
20	Luka Pataraia	Invited Lecturer	Typography and Layout
21	Iago Aptsiauri	Affiliated Assistant Professor	Three-Dimensional Graphics 3D I
			Three-Dimensional Graphics 3D II
			Three-Dimensional Graphics 3D III
			Three-Dimensional Graphics 3D IV
22	aleksandre Gogiashvili	Affiliated Assistant Professor	Advertising and Target Market
23	Nino Sakvarelidze	Invited Lecturer	Premiere
			Motion Graphics: After Effects
			Computer Graphics: Illustrator
			Raster Graphics: Photoshop

Additional (Minor) Educational Program in Graphic Design

Name of the Additional Specialty (Minor) Program: Graphic Design

Language of Instruction: Georgian

Program Volume: 45 ECTS credits (35 ECTS - mandatory courses, 10 ECTS - elective courses)

Purpose of the Program:
The purpose of the Graphic Design Additional Specialization (Minor) program is to provide students with foundational knowledge and skills in graphic design against a backdrop of broad and general education. The program aims to develop students' creative abilities and familiarize them with essential software packages used in graphic design. It will expand the employment opportunities for graduates of certain bachelor's specializations, enabling them to engage in practical graphic design work under the guidance of relevant specialists, and in some cases, perform simple tasks related to graphic design software tools in conjunction with their primary specialty.

Learning Outcomes:
Graduates of the Graphic Design Additional Specialization (Minor) Program will acquire the following competencies:

- Describes the basic concepts of graphic design.
- Analyzes the principles of graphic design to create unique creative products using appropriate software and other technical means.
- Utilizes the essential software packages required for graphic designers.

Prerequisites for Admission to the Program:
There are no prerequisites for admission to the Graphic Design Additional Specialization (Minor) program. Students are accepted into the program without prior requirements.

#	Code	Precondition	Course	I Semester	II Semester	III Semester	ECTS Credits
			Mandatory Courses - 35 ECTS				
1	GDE 11163		Computer Graphics: Illustrator	x			5
2	GDE 11161		Logo and Identity Design	x			5
3	GDE 11165		Composition in Art I	x			5
4	GDE 12164	GDE 11161	Branding and Brandbook		x		5
5	GDE 31161		Print Advertising Design		x		5
6	GDE 22164		Typography and Layout		x		5
7	GDE 12163	GDE 11163	Raster Graphics: Photoshop		x		5
			Elective Courses				
8	GDE 12161		History of Contemporary Art				5
9	GDE 21162		Publishing Design (InDesign)				5
10	GDE 22162	GDE 11163	Premiere		10 ECTS		5
11	GDE 22161		Illustration				5
12	GDE 31160		Three-Dimensional Graphics 3D I				5

13	GDE 32160	GD 31160	Three-Dimensional Graphics 3D II		5
14	GDE 12165	GD 11163	Vector Graphics II		5
15	GDE 32161		Portfolio		5
					45

[i] In case a foreign student attests the level of general English language proficiency defined by the program (C1 Level), he / she will be exempted from passing English language courses and will study the courses in Georgian language within these credits, but if a student also is fluent in Georgian, he / she is entitled to study courses form the program's electives or free courses