



კავკასიის არქიტექტურისა და დიზაინის სკოლა  
CAUCASUS SCHOOL OF ARCHITECTURE AND DESIGN

# BACHELOR OF GRAPHIC DESIGN

## Program duration

- 3 Academic years

## Degree level

- Bachelor- 180 ECTS

## Entry requirements

- Secondary Education
- Proof of English Language Proficiency (B2 Level, IELTS-6.0/TOEFL-78)
- Recorded Video Interview

## Required documents

- Online Registration Form
- CV / Resume
- 2 Photos
- Notarized copy of Passport
- Notarized copy of High School Accomplishment Certificate

## Program language of instruction

English

## Important dates

Deadline for Fall Semester - May 20

Deadline for Spring Semester - October 20

## Tuition fee

- 7 990 GEL per year - For residents
- USD 5000 per year - For non residents

## Accreditation

- Caucasus University's English-language architecture program is the first and only one in Georgia to receive the status of a candidate of the Royal Institute of British Architects (RIBA).

## Contact Information

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კავკასიის უნივერსიტეტი  
CAUCASUS UNIVERSITY

In 2021, a school of Architecture and Design was established. Caucasus University's Bachelor's Degree Programme in Graphic Design includes practical and theoretical subjects that will help students succeed in this field. The three-year programme covers all the necessary graphic design skills. The Bachelor's program in Graphic Design was established in 2025.

## Program Objectives and Learning Outcomes

- 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.

## Course Structure

### Practical distribution

- Computer skills and office applications
- Logo and Identity Design
- Composition in Arts I
- Computer Graphics: Illustrator
- Fine Arts
- Composition in Arts II
- Raster Graphics: Photoshop
- Branding and Brandbook
- Packaging Design (InDesign)
- Illustration

- Premier
- UI/UX – Figma I
- Graphic Design Project
- Three-Dimensional Graphics 3D I
- Print Advertising Design
- Fundamentals of Photography
- UI/UX – Figma II
- Motion Graphics (After Effects)
- Three-Dimensional Graphics 3D II
- Portfolio
- Bachelor's Project

## Activities

### Field lectures

Since the Lecturers of the Graphic Design program are practitioners, they try to give practical lectures to students..

### Competitions and Exhibitions

We hold competitions and Exhibitions for our Students and Entrants to increase motivation in Graphic Design activities.

### Conferences

Students' involvement in conferences is essential for the formation of ethical values and the deepening of Graphic Design awareness.