



Caucasus University
Caucasus School of Media



Program Title	Digital Communication and Media Arts
Level of the higher education	Bachelor
Type of the educational program	Academic
Language of Instruction	Georgian
Qualification to be awarded, code	0211
In English: In Georgian:	Bachelor of Digital Media ციფრული მედიის ბაკალავრი
Program Approval Date	Order #01/01-82, 09.12.2024
Program Update Date	-
Head and Staff	Ana Mgaloblishvili , Affiliated Professor; Giorgi Salukvadze , Affiliated Assistant Professor
Program volume in credits	180 ECTS

The Bachelor of Digital Communication and Media Arts Bachelor's Degree Program includes 180 ECTS credits.

- I year - 60 credits
- II year - 60 credits
- III year - 60 credits.

Therefore, the standard duration of the program is 3 academic years, and the permissible term is 5 academic years. The academic year is built on a semester basis and includes the first (autumn) and second (spring) semesters. Each semester includes 30 credits. The student should take into account the fact that he is not entitled to earn more than 75 ECTS credits during one academic year.

1 ECTS credit is equal to 25 hours, which includes both the student's contact load (lecture, seminar, exam, etc.), as well as the time allocated for his independent work.

Components of the Bachelor's Degree Program in Digital Communication and Media Arts:

- Compulsory component of the main learning field: 136 ECTS;
- Elective component of the main learning field: 30 ECTS (for those who start English from B1.0 level, 20 ECTS);
- Free binding component: 14 ECTS (for those who start English from B1.0 level, 24 ECTS);
- Free Optional Component: Free Credits 10 ECTS.

The sequence of subjects in the modules serves to achieve the goals set by the program and to develop deep knowledge, effective practical skills, autonomy and responsibility in the field by the student.

Precondition for enrolling in the program

A person with a full general education has the right to study in the Bachelor's degree program in Digital Communication and Media Arts at Caucasus School of Media.

A prerequisite for admission to the undergraduate education program is the successful passing of the Unified National Exams. The Unified National Examinations shall be conducted by the Legal Entity under Public Law – the National Examinations Center. An exception to the general rule of enrollment in a higher education institution shall be allowed only in the case established by law.

Enrollment in the Bachelor's degree program in Digital Communication and Media Arts through mobility is possible in accordance with the procedure established by the legislation of Georgia.

PROGRAM QUALIFICATION DISCRIPTION

Program Objectives

In today's rapidly evolving job market, there is an increasing demand for professionals with diverse skills in the field of digital communication and media arts. Additionally, career transitions between different professions within the field have become more frequent. To navigate these transitions, specialists need to possess comprehensive insights, broad-based knowledge, skills, and flexibility to adapt easily within various directions of the domain.

Considering these factors, the Digital Communication and Media Arts Bachelor's Program at the Caucasus School of Media offers a multi-faceted opportunity for its students. The teaching process integrates several components:

- **Theoretical aspects** of various classical art disciplines such as painting, music, literature, and theatrical arts, alongside practical components in performance arts and creative practices, including artistic communication, performance art, and drawing.
- **Modern technologies** in the realm of digital communication.
- **Management skills**, enabling students to utilize creative and digital technologies in managing artistic, social, cultural, and other types of projects.

The goals of the Digital Communication and Media Arts Bachelor's Program align with the mission of Caucasus University, the objectives and development strategy of the school, and address the demands of both the local labor market and global trends.

The program aims to equip graduates with the following:

Goal N1: Multidisciplinary and complex knowledge and skills for applying classical art disciplines, performative art fields, and evolving digital technologies.

Goal N2: High-level academic writing and verbal communication skills, including the ability to form arguments, analyze, listen, discuss, present, and conduct creative research on professional topics.

Goal N3: The ability to create photo, audio, video, text, and graphic products for digital platforms using modern technologies; to generate and manage content for websites and social media; and to creatively and innovatively solve problems through experimentation.

Goal N4: Managerial skills to lead teams, quickly adapt to innovations in the field, develop and implement ideas, and manage projects within the field and related sectors. These abilities enable integration into society and positively influence cultural and social dynamics.

Goal N5: A sense of responsibility toward society and an understanding of the obligations imposed by challenges in the field. This reflects the graduate's role as a specialist in digital communication and media arts, contributing to the development of a democratic society.

Program Learning Outcomes

The Bachelor's Academic Program in Digital Communication and Media Arts prepares broad-profile specialists in the field, who, upon completion of the program, will possess knowledge, skills, responsibility, and autonomy aligned with its objectives.

Outcome N1: The graduate communicates knowledge of classical arts (visual arts, literature, theater, music) in written and verbal form; describes, explains, and analyzes the content of different eras, art genres, and specific works; reviews, discusses, and synthesizes literary, dramaturgical, and audiovisual works.

	Outcome N2: In the field of digital communication and media arts, the graduate demonstrates research skills and develops arguments; expresses competent professional opinions, engages in critical discussions, participates in debates, and works both individually and collaboratively. Communication is conducted verbally and in writing, adhering to academic writing standards, ethical principles, and integrity; presents professional issues to various types of audiences. Outcome N3: At an applied level, the graduate captures and edits photo and video materials in different formats; converts ideas into audiovisual formats; utilizes digital storytelling techniques; creates digital illustrations and animations; designs material using graphic design and 3D programs; develops web coding systems. Outcome N4: Plans, develops, manages, evaluates, and utilizes performative artistic products. Outcome N5: Plans, manages, and evaluates projects in digital communication and media arts (and related) fields; develops strategies for contemporary marketing and advertising campaigns within management processes; quickly adapts to new, competitive, and multidisciplinary environments; makes decisions effectively. Outcome N6: Using various technical equipment and digital technologies, interprets acquired knowledge innovatively, revising existing formats and exploring new artistic forms; employs innovative and creative approaches in the process. Outcome N7: Observes and reviews societal issues and cultural trends; creatively explores topics while adhering to principles of academic integrity and acts in a manner that ensures their ideas and products contribute positively to the cultural and social dynamics of society. Outcome N8: Analyzes, shares, and upholds the values and ethical norms of digital communication and media arts; through their work, they promote the adoption and dissemination of democratic values, contributing to the development of an open society.
Fields of Employment	Areas of employment of a wide profile of graduates of the Bachelor's degree program in Digital Communication and Media Arts are: - Art institutions, both in various directions of digital communication and in art management; - Public, private and non-governmental sectors, international organizations in the development and management of digital communication and socio-cultural projects; - Media outlets - in the field of development and management of ideas of digital media, as well as social and cultural media projects; - Conceptual and multifunctional spaces (so-called brownfields), festivals in the digital services of media art as well as the generation and execution and management of ideas; - Creatorial positions in independent studios, media, PR and marketing companies, advertising agencies; - Research projects in the field of arts and communication. Graduates in the above mentioned areas can be employed in Georgia and abroad.
Education Pursuit Opportunities	A graduate of a bachelor's educational program has the right to continue his/her education at a master's program, in accordance with the rules established by law.

Curriculum of the Bachelor's Program in Digital Communication and Media Arts (indicating modules, training courses, relevant credits)										
	Code	Precondition	Course/Module	Academic Year						Total ECTS
				I		II		III		
				ECTS Credit						
				I Semastro	II Semastri	III Semastri	IV semester	V semester	VI Semastri	
Mandatory Major Courses I academic year										
1.	DIG 1130	Not required	Information Technology	6						
2.	ACAW 1132	Not required	Academic Writing	4						
3.	DRAW 1136	Not required	Representational Drawing	5						
4.	SPCH 1137	Not required	Presentation and Prezentability	5						
5.	ART 1134	Not required	Art Timeline	5						
6.	ENGL 0005 ENGL 0007	Not required ENGL 0006	General English B1.0/B2.0	5						
7.	DIG 1230	Not required	Creative Communication		5					
8.	PSYC 1234	Not required	Communication Psychology		5					

9.	MUS 1235	Not required	Code of Music		5					
10.	COMM 1231	Not required	Communication Lab		4					
11.	DIG 1231	DRAW 1136	Digital Drawing and Animation		6					
12.	ENGL 0006 ENGL 0008	ENGL 0005 ENGL 0007	General English B1/B2		5					
Mandatory Major Courses II Academic Year										
13.	DIG 1337	Not required	Literature & Creative Writing			5				
14.	WEB 2330	Not required	Interactive Web Design & Coding			6				
15.	CULT 2331	Not required	Culture & Politics			5				
16.	MENG 2333	Not required	Management and Project Management			5				
17.	DIG 2334	PSYC 1234 SPCH 1137	Acting			4				
18.	ENGL 0007 ENGP 1134	ENGL 0006 ENGL 0008	General English B2.0 PT Professional Target Language			5				
19.	ADV 2330	Not required	Advertising and Copywriting				4			
20.	DIG 2430	Not required	Marketing Digital Communication				6			
21.	DIG 2431	COMM 1231	Digital Storytelling and Multimedia Communication				4			
22.	DIG 2433	COMM 1231	Digital Lens - The Art of Camera Acting				5			
23.	PER 2430	DIG 2334	Art of the Performance				6			
24.	ENGL 0008	ENGL 0007	General English B2				5			
Mandatory Major Courses III Academic Year										
25.	MUSE 3530	MENG 2333	Curatorial and Museum Work					5		
26.	INT 3530	Not required	Intellectual Property and Social Media Law					4		
27.	MOD 3530	DIG 1231	3D Modeling and Design					6		
28.	MULT 3530	COMM 1231	Multimedia Installation					5		
29.	ENGP 1134	ENGL 0008	PT Professional Target Language					5		

30.	FIN 3630	All mandatory components of the main learning field of the program	Final Project						15	
Elective Courses from the free Component IV-VI Semesters										
31.	DIG 3530	Not required	Choreography / Dance					5		
32.	MSC 3630	Not required	Visual Culture in Theory and Practice					5		
33.	MED 3530	Not required	Media Literacy					5		
34.	DIG 3634	Not required	Digital Technology & Environment					5		
35.	STRA 3631	MENG 2333	Strategic Communication in Media and Arts					5		
36.	PR 3536	MENG 2333	PR Event Planning and Management					5		
37.	SOC 3630	Not required	Sociology					5		
38.	ANT 3530	Not required	Anthropology					5		
39.	SER 3630	ACAW 1132	Art Research					5		
40.	INT 3530	Not required	Intercultural Communication					5		
41.	DIG 0001	All mandatory components of I-III semesters of basic study	Field Practice					5		
42.	FREE 0040	Relevant precedent Security	Free Credit 1					5		
43.	FREE 0041	Relevant precedent Security	Free Credit 2					5		
Note: Elective courses and activities are indicated in the IV-VI semesters, which means that the student can choose him in any specified semester.										
ECTS Credits				Per semester	30	30	30	30	30	30
				Per Academic year	60	60	60	60	60	180
Note: Free Credit System:										

In order to more fully satisfy students' academic interest, strengthen their connection to the digital communication and media art industry, Caucasus School of Media provides students with the opportunity to accumulate 10 of the 180 ECTS credits required to complete the program free, and 5 in an alternative way - with field practice. For this, the student can:

- Instead of elective subjects, pass subjects of interest to them in other schools of Caucasus University, or at partner foreign universities, within the framework of exchange programs, in compliance with the previous visit – a maximum of 10 ECTS;
- Pass field practice as an optional training course in the organization of interest to him - a maximum of 5ECTS credit. The student can practice the field both during the study period and during the summer. The student also has the opportunity to work in the field practice Fargelb during the semester with a practical, professional profile for various structural units of Caucasus University, or for various student platforms, practical and research projects of Caucasus School of Media. Forms related to field practice are given in the appendix.