



**Caucasus University**  
**Caucasus School of Media**



<b>Program Title</b>	Media Arts 3-Year Joint Program (with New Jersey City University – NJCU, USA)
<b>Level of the higher education</b>	Bachelor
<b>Type of the educational program</b>	Academic
<b>Language of Instruction</b>	English
<b>Qualification to be awarded, code</b>	0211
<b>In English:</b>	1. Caucasus University - Bachelor of Media Arts 2. New Jersey City University - Bachelor of Arts in Media Arts
<b>In Georgian:</b>	1. კავკასიის უნივერსიტეტი - მედიახელოვნების ბაკალავრი 2. ნიუ ჯერსი სითი უნივერსიტეტი (აშშ) - ჰუმანიტარული მეცნიერებების ბაკალავრი მედიახელოვნებაში
<b>Program Approval Date</b>	04.11.2025, N01/01-90
<b>Program Update Date</b>	-
<b>Head and Staff</b>	<b>Ana Mgaloblishvili</b> , Affiliated Professor; <b>Giorgi Salukvadze</b> , Affiliated Assistant-Professor
<b>Program volume in credits</b>	200 ECTS

The three-year Joint Bachelor's Program in Media Arts comprises 200 ECTS credits, of which the student completes 150 ECTS credits during the first and second academic years at Caucasus University, and 50 ECTS credits during the third academic year at New Jersey City University (USA).

- I year - 75 credits (CU)
- II year - 75 credits (CU)
- III year - 50 credits (NJCU)

Accordingly, the standard duration of the program is 3 academic years, while the maximum allowable period is 5 academic years. The academic year is structured on a semester basis and consists of the first (fall) and second (spring) semesters. The student must take into account that they are not permitted to earn more than 75 ECTS credits within a single 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 three-year Joint Bachelor's Educational Program in Media Arts:

- Major Mandatory Courses 150 ECTS
- Elective Courses: 15 ECTS
- General Mandatory Courses: 35 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.

## PROGRAM QUALIFICATION DISCRIPTION

<b>Program Objectives</b>	<p>The aim of the 3-year Joint Bachelor's Educational Program in Media Arts is to ensure that the graduate possesses the following competencies:</p> <p><b>Objective N1:</b> Knowledge of the theoretical foundations of classical art disciplines; skills in the critical analysis of products from different eras and genres, including media art products/audiovisual and digital works; the ability to provide written and verbal interpretation, discussion and evaluation based on content, value significance and ethical standards.</p> <p><b>Objective N2:</b> A diverse set of practical skills, including the creation of content in various formats and audiovisual works using modern digital technologies. Specifically: the ability to create photo, audio, video, text, and graphic products; skills in content creation and management for websites and social media platforms.</p> <p><b>Objective N3:</b> A creative vision with original and individual approaches in the field of media arts, including film directing, scriptwriting and multimedia formats, employing various genre and stylistic approaches; the ability to solve problems creatively, innovatively and through experimentation.</p> <p><b>Objective N4:</b> Skills in planning, managing and evaluating the outcomes of the full production cycle of audiovisual projects using interdisciplinary approaches, both individually and in teams. The ability to quickly adapt to developments in the field and to act with an understanding and consideration of professional and civic ethical responsibilities.</p> <p><b>Objective N5:</b> The ability, through one year of study in a multicultural environment, establishing new contacts and completing practical professional tasks; the ability to confidently face global challenges present in the international media arts market, developing into a highly competitive candidate for global employment.</p>
<b>Program Learning Outcomes</b>	<p>The three-year Joint Bachelor's Educational Program in Media Arts prepares specialists in the audiovisual field who, upon completion of the program, will possess knowledge and awareness aligned with the program goals, as well as the appropriate skills, responsibility, and autonomy.</p> <p><b>Outcome N1:</b> Communicates, in written and verbal form, profile-specific knowledge of classical art fields (visual and performing arts, cinematography, literature); describes, explains, and critically analyzes the content of works from various eras and genres; reviews and discusses media arts/audiovisual works.</p> <p><b>Outcome N2:</b> Conducts research in the field of media arts and participates in discussions on professional issues; presents professional topics to different types of audiences; demonstrates knowledge of academic writing standards while adhering to ethical principles and academic integrity.</p>

	<p><b>Outcome N3:</b> Converts ideas into audiovisual formats on a practical level; shoots and edits photo and video material; draws by hand and digitally; animates drawings in motion; illustrates material in graphic design and 3D programs; builds web coding systems.</p> <p><b>Outcome N4:</b> Writes film scripts; plans, shoots, and edits films; manages production; demonstrates creative skills in film directing, photo-video and sound design, editing, and multimedia processes through various genre, stylistic, and experimental approaches; develops an original and individual vision in filmmaking.</p> <p><b>Outcome N5:</b> Creates and develops a portfolio of professional media art projects that reflects the creative, technical, and analytical skills required globally in the international employment market.</p> <p><b>Outcome N6:</b> Coordinates projects individually and in teams; quickly adapts to new, competitive, and multidisciplinary environments; makes decisions; acts with ethical responsibility and domain-specific competence.</p> <p><b>Outcome N7:</b> Analyzes, shares, and upholds the values and ethical norms of the arts; through their professional activities, contributes to the promotion of democratic values and to the development of an open society.</p>
<b>Fields of Employment</b>	<p>A graduate of the three-year Joint Bachelor's Academic Program in Media Arts is a broad-profile specialist with a wide range of employment opportunities:</p> <ul style="list-style-type: none"> <li>• Film Industry: opportunities across various stages and positions within the film production cycle — including pre-production research, production, and post-production assistance, as well as roles in screenwriting, film directing, and producing.</li> <li>• Television, Digital Media, Independent Media Production: Including digital content creation and the implementation of video and audio projects.</li> <li>• Creative Agencies, NGOs, Art Institutions, Public and Private Sectors: Roles involving content creation, photo-video shooting and editing, audio/sound design, and related creative tasks.</li> <li>• Development and Management of Socio-cultural and Media Arts Projects.</li> <li>• Conceptual and Multifunctional Spaces (so-called “brownfields”), Festivals: In areas such as digital media arts services, idea generation, project execution and management.</li> </ul> <p>Graduates are employable both in Georgia and internationally across all the above-mentioned fields.</p>

**Curriculum of the Three-Year Joint Bachelor's Educational Program in Media Arts**  
**(Including modules, courses, and corresponding credits)**

№	Code	Precondition	Course/Module	ECTS Credit							
				I		II		III			
				I Semester	Study Year	Total ECTS	IV Semester	V Semester	VI Semester		
<b>Major Mandatory Courses: 150 ECTS</b>											
1.	CNJ 1136	Not required	Representational Drawing	5							
2.	CNJ 1134	Not required	Art Timeline	5							
3.	CNJ 1230	Not required	Creative Communication	5							
4.	CNJ 1234	Not required	Communication Psychology	5							
5.	CNJ 2330	Not required	Interactive Web Design & Coding		6						
6.	CNJ 1231	CNJ 1136	Digital Drawing and Animation		6						
7.	CNJ 1237	Not required	Communication Lab		4						
8.	CNJ 2334	CNJ 1230	Acting		4						
9.	CNJ 2430	Not required	Marketing Digital Communication			6					
10.	CNJ 2431	CNJ 1237	Digital Storytelling and Multimedia Communication			4					
11.	CNJ 3530	CNJ 1231	3D Modeling and Design			6					
12.	CNJ 3537	Not required	Fundamentals of Photography			4					

13.	CNJ 2339	CNJ 2334	Art of the Performance			6				
14.	CNJ 2338	Not required	Advertising and Copywriting			4				
15.	ENGP 2334	Not required	General English B2.0 PT Professional Target Language I			5				
16.	CNJ 2333	Not required	Management and Project Management				5			
17.	CNJ 1337	Not required	Literature & Creative Writing				5			
18.	CNJ 3437	Not required	Film Genre				5			
19.	CNJ 3539	Not required	Media Literacy				5			
20.	ENGP 3339	ENGP 2334	PT Professional Target Language II				5			
21.	CNJ 3432	CNJ 3437 CNJ 2431 ENGP 3339	Development of Film I					5		
22.	CNJ 3532	CNJ 1237	Video Production I					5		
23.	CNJ 3534	CNJ 1237	Sound Production					5		
24.	CNJ 3533	Not required	Media in American Society					5		
25.	CNJ 3535	CNJ 2431	Digital Media II					5		
26.	CNJ 3635	CNJ 1337	Screenwriting						5	
27.	CNJ 3631	CNJ 3432	Film Production I						5	
28.	CNJ 3632	Not required	Film Aesthetics						5	
29.	CNJ 3633	CNJ 3432 CNJ 3532 CNJ 3534 CNJ 3535	Media Arts Seminar						5	
30.	CNJ 3637	CNJ 3432 CNJ 3532 CNJ 3534 CNJ 3535	Multi-Media Production						5	

**Elective Courses: 15 ECTS**

31.	CNJ 3630	CNJ 1132	Art Research		5					
32.	CNJ 3307	Not required	Podcast Production		5					
33.	CNJ 3634	CNJ 2333	Strategic Communication in Media and Arts			5				

34.	CNJ 3536	Not required	Intellectual Property and Social Media Law			5				
35.	CNJ 3621	Not required	Media Writing			5				
36.	CNJ 3421	CNJ 1237	Advanced Communication Lab			5				
37.	CNJ 3423	Not required	MultipleTrack Music Production			5				
38.	CNJ 3538	CNJ 1237	Multimedia Installation			5				

**General Mandatory Courses: 35 ECTS**

39.	CNJ 1130	Not required	Information Technology	6						
40.	CNJ 1132	Not required	Academic Writing	4						
41.	CNJ 1137	Not required	Presentation and Prezentability	5						
42.	CNJ 2350	Not required	Statistical Reasoning		5					
43.	CNJ 3636	Not required	Sociology		5					
44.	CNJ 1030	Not required	History of Georgia		5					
45.	CNJ 3531	Not required	Intercultural Communication				5			

<b>ECTS credits</b>	<b>In a semester</b>	<b>35</b>	<b>40</b>	<b>35</b>	<b>40</b>	<b>25</b>	<b>25</b>	<b>200</b>
	<b>per year</b>	<b>75</b>		<b>75</b>		<b>50</b>		