



Accredited Georgian Bachelor programs of the Media Arts Faculty - Graphic Design

Name of educational program: 0211.1.8 Graphic design

Level of higher academic education: Bachelor's degree

Head of the program: Mariam Chichinadze, professor, Anna Tsereteli, associate professor

Qualification to be awarded: 0211.1.8 Bachelor of Fine Arts (BFA) in Graphic Design

The following will be admitted to the educational program:

- I. A person with a complete general education, based on the results of the unified national exams, subjects to be passed according to priority: Georgian language, foreign language, mathematics and/or history, and/or fine and applied arts. A person who has passed the TSAA creative tour. Information about the creative tour is available to the entrant at least two months before the tour. Enrollment in the program without unified national exams is carried out within the time limits and according to the established procedure. In particular:
- II. For citizens of a foreign country and stateless persons who have received a complete general or equivalent education in a foreign country;
- III. For citizens of Georgia who received full general or equivalent education in a foreign country and studied the last 2 years of full general education in a foreign country;
- IV. For persons who study/have studied and received credits in a foreign country in a higher educational institution recognized in accordance with the legislation of that country. The mobility of students from other higher educational institutions is carried out in accordance with an order of the Minister of Education and Science of Georgia dated February 4, 2010, N 10/N, and based on normative acts established by the university. Information about enrollment in the program is transparent, public, and available to all interested persons through the university's website www.art.edu.ge.

Duration of study: 4 years, 8 semesters, 240 ECTS

Language of study: The language of study is Georgian.

Annotation of the program:

The Bachelor's program in Graphic Design gives the student a wide choice of opportunities to plan his profile, which is built based on the ECTS system. 1 ECTS - 25 hours. The program consists of 240 credits, which is the sum of the basic, university, and specialty compulsory study courses and components, as well as optional study courses and free component credits corresponding to the main field of study:

- The student collects 150 ECTS in mandatory study courses of the content corresponding to the main field of study (specialty);
- Among them, a mandatory research component - a qualification paper with a volume of 18 ECTS credits;
- Mandatory practical component (portfolio) with a volume of 12 ECTS credits;
- Compulsory basic discipline 18 ECTS;
- Basic optional subjects 12 ECTS.
- The student collects 36 ECTS in the mandatory courses of the content corresponding to the field of university study.
- In optional study courses, the student collects 24 ECTS.
- To develop the sectoral English language, the program provides mandatory training courses of 12 ECTS.

The standard length of study for a bachelor's program is 4 years - 8 semesters. During the year, the student collects 60 credits, 30 credits per semester, however, depending on the student's individual workload, the number of credits per year may be less or more than 60 credits, but not more than 75 credits. Practical component - 12 ECTS and research component - qualifying creative project - 18 ECTS are provided in the 7th/8th semester.

Graphic design belongs to the field of audiovisual methods of modern digital art and media production.

- **Broad field (direction): 02 arts, humanities Arts and Humanities**
- **Narrow field (field/specialty): 021 art Arts**
- **Detailed field (subfield/specialization): 0211 Audio-Visual Techniques and Media Production**

The field aims to offer students the study of graphic design within the framework of higher education and to develop students into strong professionals with a solid practical and theoretical foundation. The "Graphic Design" bachelor's program, which has a long tradition at TSAA, provides knowledge of important fields such as brand visual identity, packaging design, communication planning, advertising, and others with the latest modern technical means. The graphic design program develops the student's conceptual thinking and individual creative skills, which will be implemented in practice. Graphic design is one of the most promising fields. The compilation of different training disciplines of the program makes it possible to raise a modern professional and develop into a specialist, who is allowed to present to the general public the ideology of the activities of corporations, firms, companies, other users, the relevance, level, and quality of their products. This program regulates the framework within which the student must develop sectoral and general competencies, which in the future will ensure his readiness to perform work in the relevant field of employment (advertising firms, strategic companies, manufacturing and trading firms, publishing structures, design studios, mass media, etc.).

The purpose of the program:

1. The student should develop the ability to creatively, functionally, and compositionally solve complex tasks in graphic design.
2. To teach the student the basics of graphic design, and its essential - procedural positions, to provide knowledge to deliver the message about the company (product/service) to the customer through design.
3. To give the student the knowledge to create a visual identity of a brand (logotype, font, corporate style, flyer, brochure, booklet, advertising posters), packaging design (market research, price segment clarification, competitor review, label, gift, and shipping box design, etc., etc.)
4. To teach the student traditional and digital graphics, creative color modeling, technical and professional skills, and geometric modeling issues for use in creative industries;
5. The student will study the functional and creative issues of visual communication, advertising, art history, and theory, the knowledge of which will be successfully used by the modern requirements of graphic design.
6. The student will learn the importance of the target audience of the brand and the adequacy of the product concept in the modern market.
7. To develop all the necessary skills for employment in the international and local markets. To teach the student to build communication with the customer and develop skills: analyze, evaluate problems, plan, and solve through visual communication.
8. To formulate a strategy, be able to play a positive role in the visual formation of the environment. The student will get to know the verbal and visual methods of presentation.
9. To develop professional communication skills to speak freely with colleagues and the customer about the essence and idea of the project.

Learning outcomes:

The learning outcomes of the program are by the "Visual Communication/Media Arts" ("Visual Communication", "Media Arts/Digital Media", "Multimedia Design", "Graphic Design" and "Print Media/Typography") field characteristics of higher education.

1. Bachelor recognizes the unique features of the brand;
2. Bachelor connects the customer with the customer through product design;
3. Develop and acquire information about functional and creative issues of digital art, visual communication, advertising, art history, and theory;
4. Bachelor develops brand awareness, and increases product sales through visual communication methods;
5. The bachelor applies and graphically depicts brand visuals through traditional and digital programs;
6. Bachelor prepares technical, presentation, printing, and publishing files;
7. The bachelor describes to the customer the concept of the work, the visual meaning of the product, and the strategy of presentation to the customer.

8. The bachelor will lead the digitization process of the developed concept.

9. The bachelor uses the theoretical and practical skills of making a presentation in front of the **audience**;

Responsibility and autonomy:

10. Develop a unique visual for the brand;

Program implementers:			
BFA - Graphic Design			
No	Name and surname	Status	Name of discipline
1.	Mariam Chichinadze	Co-head of the program, TSAA professor, head of bachelor theses	Packaging Design, Visual Communication, Brand Identity, Packaging Design Brand Strategy, Print Advertising Design, Strategic Design, Projecting
2.	Anna Tsereteli	Co-head of the program, TSAA associate professor, supervisor of bachelor's theses	Product Design, Packaging Design, Introduction to Packaging Design, Portfolio, Packaging, Board Game Design, Studio Work, Portfolio, Exhibition design, mock-up creation
3.	Nodar Sumbadze	TSAA Chief Scientist, head of bachelor's theses	Sign and sign systems in graphic design, Georgian alphabet in contemporary graphic design, Georgian alphabet in graphic visualization, Georgian alphabet in urban environment
4.	Rusudan Eristavi	Doctor of Media Arts, TSAA professor, Supervisor of bachelor theses	Publishing design, publishing project
5.	Marine Tevzaia	Ph.D. in Pedagogy, TSAA Professor	Basics of composition, font, and ornamental composition
6.	Tamar Darsavelidze	TSAA Associate Professor	Psychological Foundations of Color Perception for Graphic Design, Communication and Presentation, Introduction to General Psychology, General Psychology, Psychology of Creativity, Psychology of Artistic Creativity

7.	Luka Mikeladze	Doctor of Media Arts, TSAA Associate Professor	Three-dimensional graphics, digital drawing
8.	Shota Dograshvili	TSAA assistant professor, PhD student of the Faculty of Media Arts	2D vector graphics, 2D raster graphics, brand book
9.	Lia Lomsadze	TSAA assistant professor	Composition and advertising in the interior, composition and advertising in the exterior
10.	Zurab Khomeriki	TSAA Associate Professor	Adobe After Effects

11.	Mariam Janelidze	TSAA assistant professor, PhD student of the Faculty of Media Arts	2D vector graphics, 2D raster graphics
12.	Manana Sukhitashvili	Doctor of Architecture, TSAA assistant professor, scientific employee	Geometric modeling - orthogonal plans, perspective
13.	Nana Kufaradze/ Nikoloz Gabunia	TSAA senior teacher	Introduction to Synthetic Painting, Synthetic Painting, Introduction to Creative Painting, Creative Painting
14.	Bidzina Kavtaradze	TSAA senior teacher	Creative workshop, traditional graphic technologies
15.	Nelli Savchenko	TSAA senior teacher	Qualitative stylization, graphic reproduction of a book, practice
16.	Murman Gelenidze	TSAA scientific employee	Font, font and calligraphy
17.	Manana Koroshinadze	TSAA Invited teacher	Plastic, spatial composition, creative workshop
18.	Eka Chigogidze	TSAA Invited teacher	Introduction to Synthetic Painting, Synthetic Painting, Introduction to Creative Painting, Creative Painting
19.	Anna Kldiashvili	Doctor of Arts, TSAA professor	Art of the ancient world, art of the Middle Ages and Renaissance, European art of the XVII-XIX centuries, new and recent art (XX-XXI centuries), pre-Christian and medieval Georgian crafts, new and recent Georgian art (XIX-XX centuries).

20.	Zaza Firalishvili	Doctor of Philosophical Sciences	TSAA professor, training courses - philosophy
21.	Madonna Ujmajuridze	Doctor of philology, teacher of TSAA	Academic writing
22.	Nino Tsitlanadze	PhD in Arts Management, TSAA Invited Teacher	Art marketing, architectural branding, marketing
23.	Giorgi Spanderashvili	TSAA Invited teacher	Management and development of media art
24.	Nino Khundadze	TSAA Invited teacher	Foreign Language Level I, Foreign Language Level II, Foreign Language Level III, Foreign Language Level IV,
25.	Ekaterine Kvatadze	TSAA Invited teacher	Foreign language level I, foreign language level II, foreign language level III, foreign language level IV, special. English
26.	Gogi Lazarashvili	TSAA, Faculty of Fine Arts Emeritus,	Drawing - visual art, drawing - the basics of embroidery
27.	Otar Chakvetadze	TSAA Associate Professor	Painting-visual arts, Painting/volume, texture space
28.	Vakhtang Urushadze	TSAA Invited teacher	Entrepreneurship
29.	Ketevan Trapaidze	Doctor of Arts, TSAA Invited teacher	History of cinema
30.	Anna Sanikidze	TSAA Invited Professor	Font design, digital font specifications
31.	Nino Choghoshvili	Doctor of Arts, TSAA Professor	Contemporary visual art
32.	Lela Firalishvili	Doctor of Philosophical Sciences, TSAA professor	Culturology
33.	Zaza Iashvili	TSAA professor	Exhibition design, mock-up creation