Accredited Bachelor's Program - Media Arts/Digital Media

Name of educational program: Media Arts/Digital Media

Level of higher academic education: Bachelor's degree

Head of the program: Professor, Doctor of Architecture Nana Iashvili;

Qualification to be awarded: 0211.1.6 - Bachelor of Fine Arts (BFA) in Media Arts/Digital Media

The following will be admitted to the educational program:

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:

I. For citizens of a foreign country and stateless persons who have received a complete general or equivalent education in a foreign country;

II. For citizens of Georgia who received full general education or its equivalent in a foreign country and studied the last 2 years of full general education in a foreign country;

III. For persons who study/have studied and received credits in a foreign country in a higher educational institution recognized by the legislation of that country. The mobility of students from other higher educational institutions is carried out by the Minister of Education and Science of Georgia on February 4, 2010, N 10/N by the order and based on the 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.

Study duration: 4 years, 8 semesters, 240 ECTS.

Language of study: The language of study is Georgian.

Annotation of the program: Bachelor program - Media Arts/Digital Media gives the student a wide choice to plan his profile, which is built based on the ECTS system 1 ECTS - 25 hours. The program consists of 240 credits, which represent 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 the 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 (including portfolio) with a volume of 12 ECTS credits;

- Compulsory basic discipline 18 ECTS;

- Basic optional subjects 12 ECTS.

- The student collects 36 ECTS in compulsory courses of the content corresponding to the field of university study.

- In elective courses, the student collects 24 ECTS.

- To develop the sectoral English language, the program envisages compulsory study courses of 12 ECTS. The program is built taking into account the description of the sectoral characteristics of higher education. The field of visual communication/digital media includes the functional and creative aesthetic issues of advertising, the art of using images and text simultaneously or separately, photography, graphic and digital design, animation and video products, information design (infographics), new media art - game design, virtual, Providing interactive, immersive art and 2D, 3D, modeling.

The purpose of the program:

- To study the broad field of media art/digital media - multimedia design, digital and artistic animation, digital modeling and projecting issues; Traditional and digital design, creative color modeling, plastic, and geometric modeling issues; design of web pages and mobile applications; creation of advertising caps, clips; print and digital product creation; Immersive projection imaging, photography, motion graphics;

- To study the use of basic visual methods of advertising in the field of media art and digital media, creating high-quality creative work using digital technologies, designing modern digital media, moving and static infographics, consumer art of the urban fabric of the city, developing screen walls and animated stories.

- Develop creative activity skills, media art/digital media project planning, drafting, definition, updating, presentation, and finding the latest approaches, to contemporary issues.

- To develop professional, transferable skills in media art and digital media, as well as advertising, conceptual and strategic vision in parallel with creative experiment, and the ability to work on a qualification-creative project by predetermined methods.

- to study the functional and creative issues of digital art, visual communication, advertising, art history and theory;

- To develop the ability of conceptual thinking and reasoned reasoning, to implement and protect one's ideas, and to deliver an innovative product to the market and find ways to solve problems. to develop creative, technical, and professional skills for use in the creative industries;

- to develop the ability of professional responsibility, intercultural ethics, communication with the client, and professional self-development;

After completing the studies, the student:

- Defines the broad field of media art/digital media - multimedia design, digital and artistic animation, digital and traditional modeling and projecting issues, spatial and projective thinking, 2D and 3D computer programs, and performs creative works using traditional and digital methods. defines and uses multi-profile, visual methods of working in the field; Demonstrates knowledge of art history, humanities, advertising, fine art, digital art, multimedia production, and theory;

- Creates and designs high-quality creative works using the basic visual methods of advertising in the field of media art and digital media.

- Discusses and obtains information about functional and creative issues in digital art, visual communication, advertising, art history, and theory. systematizes it, models and demonstrates it in the desired form;

- Will study the characteristic features of the style of visual art pieces, as well as cultural heritage monuments, both for world and Georgian art pieces;

- Establishes media art and digital media design goals. has the ability to use digital technological means and creative ideas to create, compose, draw, explain, and update visual images about modern problems; creates a multimedia product with traditional expressive means and digital two- and three-dimensional modeling;

- Provides creation of free and targeted course projects and qualifying creative work in the field of media art and digital media, as well as in the field of advertising; artistic presentation of virtual reality, creation of web pages and mobile applications, advertising caps, clips, printed and digital products;

- Uses the skills of practical implementation of own ideas for electronic, graphic, visual, and other multimedia products.

- Develop conceptual thinking and reasoned reasoning ability, implement and protect one's ideas, deliver an innovative product to the market, and find ways to solve problems. Responsibility and autonomy:

- Uses the norms of intercultural ethics, the culture of cooperation with the customer; plans to develop his continuous professional career;

• Professional skills of undergraduate students are distinguished by equal competence in two directions: artistic-creative and digital-technological. The media art/digital media specialization at the Faculty of Media Arts of TSAA offers students to study the field of digital media art within the framework of higher education;

№	Program implementers:		
	BFA - Media Arts/Digital Media		
№	Name and surname	Status	Name of the discipline
1	Nana Iashvili	Program manager, Doctor of Architecture, TSAA Faculty of Media Arts Professor, Tenure.	Introduction to Design Basics of design
2	Rusudan Eristavi	multimedia module Co-leader, Doctor of Media Arts, TSAA Professor, Supervisor of Bachelor theses	Polygraphic model, digital Publication, studio project, moving graphics in visual in communication, Course project, bachelor thesis
3	Marine Tevzaia	Co-head of the multimedia module, Ph.D. in Pedagogy, TSAA professor, head of bachelor theses	course project, course project, Bachelor thesis
4	Zaza Iashvili	Modeling and Projecting module head, TSAA professor, head of undergraduate theses	museum routes Design, Museum Exhibition Design, Studio 1 Architectural Project, Studio 2 Urban Project, Studio 3, Studio Project, Undergraduate work
5	Nina Samanishvili	animation module Supervisor, TSAA professor, supervisor of bachelor's theses	Introduction to Animation, 2D TVP animation, basics of animation, introduction to classical animation, classical animation, effects in animation, course project, studio project, undergraduate thesis.
6	Luka Mikeladze	Doctor of Media Arts, TSAA associate professor, supervisor of bachelor theses.	Introduction to 3D Digital Animation, Basics of 3D Character Animation, 3D Modeling, 3D Simulations, 3D Visualization, Studio 3/ Course Project,
7	Zurab Khomeriki	TSAA associate Professor, supervisor of bachelor theses	Video editing, practice
8	Nodari Sumbadze	TSAA Chief Scientist	Sign and sign systems in graphic design, the Georgian alphabet in the same graphic design, the Georgian alphabet in graphic visualization, the Georgian alphabet in an urban environment
9	Lela Tabliashvili	TSAA assistant professor, illustrator	Character animation

10	Shota Dograshvili/ Mariami Janelidze	TSAA assistant professors, PhD students of the Faculty of Media Arts	2D vector graphics, 2D raster graphics, practice
11	Lia Lomsadze	TSAA assistant professor	Composition and advertising In the interior, composition, and advertising in the exterior
12	Tamar Darsaverlidze	TSAA associate Professor, PhD student of the Faculty of Media Arts	Introduction to Advertising Fundamentals of Advertising, Presentation, Introduction to General Psychology, General Psychology, Psychology of Artistic Creativity
13	Tata Metivishvili	TSAA assistant professor, photographer, director, co-supervisor of bachelor theses	Moving image design, videography, practice
14	Giorgi Darchiashvili	TSAA invited teacher, media arts Doctoral student, photographer	Basics of photography
15	Tea Apkhadze	TSAA assistant professor, PhD student of the Faculty of Media Arts	Information technology and office skills
16	Manana Sukhitashvili	Doctor of Architecture, TSAA assistant professor, scientific employee	Geometric modeling perspective,
17	Nino Gabashvili	TSAA assistant professor,	Audio design, diploma sound design
18	Nana Kufaradze/ Nikolozi Gabunia	TSAA senior teachers	Introduction to Synthetic Painting, Synthetic Painting, Introduction to Creative Painting, Creative Painting Painting-Visual Art, Painting/Volume, Texture Space
19	Manana Koroshinadze	TSSA invited teacher	Plastic, spatial composition, creative workshop, creative studio
20	Eka Chigogidze	TSSA invited teacher	Introduction to Synthetic Painting, Synthetic Painting, Introduction to Creative Painting, Creative Painting Painting-Visual Art, Painting/Volume, Texture Space

21	Nino Khundadze/ Ekaterine Kvatadze	TSSA invited teacher	Foreign Language Level I, Foreign Language Level II, Foreign Language Level III, Foreign Language Level IV,
22	Giorgi Spanderashvili	TSSA invited teacher	creative industries, media arts management and development,
23	Vakhtang Urushadze	TSSA invited teacher	Entrepreneurship
24	Nino Tsitlanadze	PhD in Arts Management, TSSA invited teacher	Art marketing, Architectural branding, creative ecosystem,
25	Ana Kerashvili/ Mamuka Chkoidze/ Vladimir Duruli/ Giorgi Makharashvili	TSSA invited teachers	Drawing - visual art, drawing - painting basics
26	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, art of the new and recent times
			(XI century) pre-Christian and medieval Georgian crafts, new and latest Georgian art (XIX-XX centuries).
27	Gocha Mskhiladze	TSAA invited teacher	Philosophy
28	Madonna Ujmajuridze	Doctor of philology, teacher of TSAA Academy	Functional and academic writing