



Accredited master's program of the Faculty of Media Arts -

Media Arts/Digital Media

Name of educational program: Media Art/Digital Media

Level of higher academic education: Master's degree

Qualification to be awarded: 0211.1.6 Master of Media Arts/Digital Media

Program Heads: Nana Iashvili-Professor, Doctor of Architecture; Alexander Asatiani, invited professor

The following will be admitted to the educational program:

A person who has a bachelor's degree or equivalent academic degree will be admitted to the master's program of the Faculty of Media Arts of TSAA; and will pass an exam in a foreign language and a specialty exam organized by TSAA.

(<https://drive.google.com/file/d/1oHolwwz6ZS2QpNDPetCuWV-9luQVZnAg/view>)

Information about enrollment in the program is transparent, public, and available to all interested persons through the university's website www.art.edu.ge.

<https://www.naba.it/en/postgraduate/user-experience-design-courses>

Purpose of the program:

After completing the studies, the student:

- Identifies opportunities to use 2D and 3D computer programs, and perform creative works using traditional and digital methods in art marketing, innovative entrepreneurship, media arts management, and development.
- creates creative video and photo projects, and mobile applications, designs a multimedia online platform;
- effectively uses practical and theoretical knowledge in the psychology of advertising when creating a multimedia product;
- creates a new training course by the qualifying creative work and completes targeted course projects;
- plans, establishes, outlines, visual images, and creates a multimedia product by digital-technological and traditional means; plans to develop his continuous professional career. Adheres to ethical norms in his work.

Study duration: 2 years - 4 semesters

Language of study: The language of study is Georgian and English

Program volume: 120 ECTS

Annotation of the program:

This course -0211.1.6 Media Arts/Digital Media allows MA students to explore the world of multimedia digital art at a highly professional level and develop their skills in creating undergraduate-level design works that can be prepared for both virtual and real environments. During the course, students will carry out research and experiments in various media technologies to create original and innovative works that showcase their creativity and technical skills and develop their skills at the undergraduate level in creating design work that can be prepared for both virtual and real environments. During the course, students will research and experiment with different media technologies to create original and innovative works that showcase their creativity and technical abilities. With a focus on digital media art, students will learn how to use a variety of multimedia tools such as sound, video, animation, and interactive components in their work to engage audiences and effectively communicate their artistic vision.

Moreover, this course allows students to participate in or supervise various experimental projects:

- **Development of a 3D project, such as a computer game, short film or video clip;**
- **Create a 2D project that includes visual content design for an online business or**
- **for print media;**
- **Production of a video project with a creative focus;**
- **performing a photo project with an artistic idea;**
- **designing a creative multimedia online platform;**
- **Creative mobile application development.**
 - The course aims to provide students with hands-on experience in the production and performance of digital works across a variety of mediums and platforms.

Visual Communication/Media Arts is a field concerned with the practice of using visual techniques to communicate information and ideas through traditional and new media.

The field of visual communication includes 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), book design, new media art (game design, virtual, interactive, immersive art, VR, AR, MR, NETART, NFT, etc.) and 2D, 3D, 4D software.

Program implementers			
MFA- Media Arts/Digital Media			
No	name and surname	Status	Name of the discipline
1	Nana Iashvili	Co-head of the program Doctor of Architecture, TSSA Media Arts Faculty Professor, Tenure, Program Leader, Master's Thesis Leader,	Basics of composition (creative studio 1), basics of design (creative studio 2); diploma thesis.
	Sandro Asatiani	Co-head of the program Invited professor	Online communication, web multimedia; diploma thesis.
2	Rusudan Eristavi	Doctor of media art, professor of the media art faculty of TSAA,	2D projecting;
3	Zaza Iashvili	Professor of the media art faculty of TSAA, supervisor of master's theses	3D projecting; diploma thesis.
4	Nina Samanishvili	TSAA Professor of the Media Art faculty	animation
5	Luka Mikeladze	Doctor of Media Arts, Associate Professor of the Faculty of Media Arts of TSAA	3D modeling, 3D animation, Blender 3D modeling;
6	Ketevan Kvirikadze	Doctor of Media Arts, Associate Professor of the Faculty of Media Arts of TSAA	UX-UI, Adobe XD;
7	Tamar Darsavelidze	Associate Professor of the Faculty of Media Arts of TSAA	Psychology of advertising
8	Zurab Khomeriki	Associate Professor of the Faculty of Media Arts of TSAA	Adobe Premier, Adobe Animate, Adobe After Effects, Figma;
9	Mariam Iashvili	Assistant Professor of the Faculty of Media Arts of TSAA	multimedia design, pedagogical practice, design basics (creative studio 2), composition basics (creative studio 1), visual branding;
10	Shota Dograshvili	Assistant Professor of the Faculty of Media Arts of TSAA	2D projection
11	Alexandra Kurtsikidze	Assistant Professor of the Faculty of Media Arts of TSAA	Blender – 3D modeling;

12	Sandro Asatiani	Associate Professor of Ilia State University	Online communication, web multimedia; diploma thesis.
13	Yuri Mechitov/Giorgi Darchiashvili	TSAA Invited professor/TSAA Invited teacher	Basics of photography
14	Nino Tsitlanadze	TSAA Invited teacher	Art marketing, innovative entrepreneurship
15	Akaki Razmadze	TSAA Invited teacher	Typography
16	Giorgi Spanderashvili	TSAA Invited teacher	Management and development of media art
17	Ekaterine Kvatadze	TSAA Invited teacher	Sectoral English language