



Accredited Georgian and English-language doctoral programs of the Media Arts Faculty

Media Art/Digital Media;

Name of educational program: Media Art/Digital Media

The broad field of study: 02. Arts and Humanities

Narrow field (field/specialty): 021 - Arts

Detailed field (subfield/specialization): 0211 Audio-Visual Techniques and Media Production

Awarded qualifications: Doctor of Media Arts 0211.1.6

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

Education level: PH.D

Head of the program: Nana Iashvili, Doctor of Architecture, TSAA professor; Karl Stocker-Professor, PhD, Head of the Institute of Design and Communication at FH JOANNEUM till 2021.

University of Graz, Culture and Design Consultant, Speaker, and Networker.

Program volume: 20 ECTS

The following will be admitted to the educational program:

Academic Discipline Goal:

- The doctoral student should acquire knowledge of the full spectrum of digital technologies available in media art to use them effectively.
- They should research the topic of their dissertation, identifying trends in digital technologies based on currently available ones.
- The doctoral student will investigate media art products using social platforms.

Teaching outcomes:

Knowledge and understanding

- The doctoral student studies trends in digital technologies in media art.
- The doctoral student studies the structure of creative thinking.

Skill

- Creates a small-scale virtual reality model.
- Uses digital technologies in installation projects.
- Explores digital art through professional social platforms.

Responsibility and autonomy:

- Prepares intellectual and artistic work.
- Conducts independent research using digital technologies.

The Purpose and Objectives of the Doctoral Program ○

The Purpose of the Educational Program:

- The doctoral program Media Art/ Digital Media aims to educate qualified artists, researchers, and future professors of higher educational institutions in this field. The program aims to develop the following competencies among students:
- 1. **R-Research** - conducting scientific and analytical research in the field of media arts following modern requirements.
- 2. **C-Creative** -Conducting scientific-creative activities in the field of media arts following modern requirements.
- 3. **E-Experiment** - identification, evaluation, study, analysis of experimental and creative tasks, obtaining reasoned conclusions, objective reasoning about them, and proposing solutions and practical recommendations.
- 4. **P-Practice** - Understanding the processes of technological and graphic modeling in the context of media art and acquiring the latest and in-depth knowledge in this field, developing practical skills.
- 5. **L-Lessoning** - pedagogical work in the relevant area: delivering lectures and practical classes, directing bachelor's, master's, and doctoral programs.

Pedagogical work in relevant directions: conducting lectures and practical classes, directing bachelor's, master's, and doctoral programs.

The researcher/creator will develop analytical and logical thinking skills; and the ability to critically analyze and evaluate new, complex, and controversial problems and approaches in the field of media art; He will be able to interpret the obtained data from the positions of visualization, to research, analyze and predict the scientific-research processes of the geometrical content of graphic disciplines; establishment of assessment criteria and presentation of the hierarchy of priority of problems; to independently make a reasoned and effective decision to solve this or that media art problem; obtaining the necessary information and formulating justified conclusions based on its critical analysis and developing practical opinions.

Learning outcomes:

Knowledge and understanding:

The doctoral candidate can research, understand, and evaluate processes, events, and actions occurring in the context of media art based on their acquired knowledge. This will enable them to create highly qualified multimedia products using innovative methods.

Annotation of the program:

The "Digital Media Art" doctoral program aims to educate modern researchers whose knowledge is based on the possibilities of new technologies and the synthesis of traditional disciplines in the visual arts. This program addresses an important challenge in the formation and development of the newest digital industries. The doctoral program in media/digital media enables the exploration and implementation of new technologies in various spheres such as the multimedia industry, including film, photography, virtual, augmented, and mixed reality, animation, game design, video design, audio-visual reconstruction of cultural heritage, museology, new communication opportunities of a new era, cyber-modeling, and education and training at any level.

| Program implementers | | | |
|-------------------------------|------------------|--|--|
| PHD- Media Art/ Digital Media | | | |
| No | Name and surname | Status | Name of discipline |
| 1 | Carl Stoker | program leaders: Karl Stoker-Professor, PhD, Head of the Institute of Design and Communication at FH JOANNEUM till 2021. University of Graz, Culture and Design Consultant, Speaker, and Networker. | Contemporary digital media art research methods/pedagogical practice |
| | Nana Iashvili | Doctor of Architecture, TSSA Media Arts Faculty Professor, Tenure, Program Leader, Doctoral Theses Leader | |
| 2 | Luka Mikeladze | Doctor of Media Arts, Associate Professor of the Media Arts Faculty of TSSA | Trends in modern digital technologies |
| 4 | Rusudan Eristavi | Doctor of media art, professor of media art faculty of TSSA | Media cluster based on 2D computer graphics |
| 5 | Luka Mikeladze | Doctor of Media Arts, Associate Professor of the Media Arts Faculty of TSSA | Media cluster based on 3D computer graphics |
| 6 | Nino Tsitlanadze | Doctor, visiting teacher | Marketing of culture |