

CURRICULUM – GRAPHIC DESIGN AND VISUAL COMMUNICATIONS

STUDY PROGRAM: **GRAPHIC DESIGN AND VISUAL COMMUNICATIONS – 240 ECTS**

PROFESSION: **GRADUATED GRAPHIC DESIGNER**

FIRST YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				L	E		L	E			
I SEMESTER											
1.	Drawing and painting	BLC-074	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
2.	Graphic design	BLC-072	elective	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
3.	Elective subject 1 (one subject is chosen)										
	Informatics	BLC-002	elective	30	30	2	60	60	180	6	prof. dr Nikola Novaković
	Digital business strategies	BLC-014									prof. dr Mladen Miroslavljević
4.	Elective subject 2 (one subject is chosen)										
	English language 1	BLC-005	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 1	BLC-006									-
Total I semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
II SEMESTER											
5.	Information technologies	BLC-051	obligatory	30	30	2	60	60	180	6	prof. dr Nikola Novaković
6.	Graphics 1	BLC-075	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
7.	History of art	BLC-076	obligatory	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
8.	Elective subject 3 (1 subject is chosen)										
	English language 2	BLC-011	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 2	BLC-012									-
Total II semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL FIRST YEAR				1800 = 60 ECTS x 30 classes					1800	60	

STUDY PROGRAM: GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 240 ECTS

SECOND YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				L	E		L	E			
III SEMESTER											
9.	Web design	BLC-046	obligatory	30	30	2	60	60	180	6	prof. dr Nikola Novaković
10.	Graphics 2	BLC-077	obligatory	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
11.	Photography	BLC-078	obligatory	60	45	2	120	90	315	10	prof. dr Miloš Babić
12.	Elective subject 4 (one subject is chosen)										
	English language 3	BLC-017	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 3	BLC-018									-
Total III semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
IV SEMESTER											
13.	Technology of printing and printing forms	BLC-079	obligatory	60	15	2	120	30	225	8	prof. dr Dejan Kojić
14.	Design	BLC-080	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
15.	Elective subject 5 (one subject is chosen)										
	Management in art	BLC-081	elective	45	30	2	90	60	225	7	prof. dr Miloš Babić
	Animation	BLC-082									prof. dr Irena Parović
16.	Elective subject 6 (one subject is chosen)										
	English language 4	BLC-024	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 4	BLC-025									-
Total IV semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL SECOND YEAR				1800 = 60 ECTS x 30 classes					1800	60	

STUDY PROGRAM: GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 240 ECTS

THIRD YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				P	V		P	V			
V SEMESTER											
17.	Business ethics	BLC-038	obligatory	60	30	2	120	60	270	9	prof. dr Svetlana Dušanić-Gačić
18.	Video games	BLC-058	obligatory	30	30	2	60	60	120	6	prof. dr Irena Parović
19.	Computer graphics	BLC-083	obligatory	60	15	2	120	30	225	8	prof. dr Nikola Novaković
20.	Elective subject 7 (one subject is chosen)										
	Digital marketing	BLC-040	elective	45	30	2	90	60	225	7	prof. dr Mirjana Milovanović
	Printing media	BLC-084									prof. dr Nenad Novaković
	Artificial intelligence	BLC-016									doc. dr Davor Radivojević
	Digital content and tools	BLC-041									doc. dr Aleksandar Babić
Total V semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
VI SEMESTER											
21.	Internet and new media	BLC-085	obligatory	45	30	2	90	60	225	7	prof. dr Mladen Miroslavljević
22.	Visual communications	BLC-086	obligatory	60	15	2	120	30	225	8	doc. dr Aleksandar Babić
23.	Organization of graphic production	BLC-087	obligatory	60	30	2	120	60	270	9	prof. dr Dejan Kojić
24.	Elective subject 8 (one subject is chosen)										
	Media literacy	BLC-022	elective	30	30	2	60	60	180	6	prof. dr Slavica Išaretović
	Financial literacy	BLC-023									prof. dr Zorana Agić
Total VI semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 CLASSES							
TOTAL THIRD YEAR				1800 = 60 ECTS x 30 CLASSES					1800	60	

STUDY PROGRAM: GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 240 ECTS

FOURTH YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				P	V		P	V			
VII SEMESTER											
25.	Illustration	BLC-088	obligatory	60	30	2	120	60	270	9	prof. dr Irena Parović
26.	Graphic materials and technologies	BLC-089	obligatory	45	30	2	90	60	225	7	prof. dr Dejan Kojić
27.	Elective subject 9 (one subject is chosen)										
	Internet programming	BLC-069	elective	60	30	2	120	60	270	9	prof. dr Boris Damjanović
	Digital communications	BLC-071									doc. dr Aleksandar Babić
28.	Elective subject 10 (one subject is chosen)										
	English language 5	BLC-042	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 5	BLC-043									-
Total VII semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
VII SEMESTER											
29.	Methodology of scientific research	BLC-044	obligatory	30	30	2	60	60	180	6	prof. dr Nenad Novaković
30.	Multimedia	BLC-090	obligatory	60	30	2	120	60	270	9	prof. dr Irena Parović
31.	Student's practice 1	BLC-098	-	-	60	2	-	120	180	6	-
32.	Final paper	BLC-100	-	-	90	2	-	180	270	9	-
Total VIII semester				90	210	-	180	420	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL FOURTH YEAR				1800 = 60 ECTS x 30 classes					1800	60	

On the study program *Graphic design and visual communications*, study field *Graphic design and visual communications*, a student enrolls and passes 20 obligatory subjects (total 165 ECTS), 1 elective subject with 9 ECTS (total 9 ECTS), 2 elective subjects with 7 ECTS (total 14 ECTS), 2 elective subjects of 6 ECTS (total 12 ECTS) and 5 elective subjects of 5 ECTS (total 25 ECTS). When enrolling, the student can choose a foreign language that he/she will attend and pass – the faculty organizes classes for English language, and according to expressed interest of students, it can organize classes for both German or Russian language. After collecting 225 ECTS through subject completion and 6 ECTS for student's practice, one can proceed in writing the final paper that is worth 9 ECTS points. That is total 240 ECTS points on this Study field. After the public presentation of the final paper the student acquires the title: **graduate graphic designer**.

STUDY PROGRAM: **GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 180 ECTS**

TITLE: **GRADUATE GRAPHIC DESIGNER**

FIRST YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				L	E		L	E			
I SEMESTER											
1.	Drawing and painting	BLC-074	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
2.	Graphic design	BLC-072	elective	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
3.	Elective subject 1 (one subject is chosen)										
	Informatics	BLC-002	elective	30	30	2	60	60	180	6	prof. dr Nikola Novaković
	Digital business strategies	BLC-014									prof. dr Mladen Miroslavljević
4.	Elective subject 2 (one subject is chosen)										
	English language 1	BLC-005	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 1	BLC-006									-
Total I semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
II SEMESTER											
5.	Information technologies	BLC-051	obligatory	30	30	2	60	60	180	6	prof. dr Nikola Novaković
6.	Graphics 1	BLC-075	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
7.	History of art	BLC-076	obligatory	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
8.	Elective subject 3 (1 subject is chosen)										
	English language 2	BLC-011	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 2	BLC-012									-
Total II semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL FIRST YEAR				1800 = 60 ECTS x 30 classes					1800	60	

STUDY PROGRAM: GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 180 ECTS

SECOND YEAR											
NO	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	SUUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				L	E		L	E			
III SEMESTER											
9.	Web design	BLC-046	obligatory	30	30	2	60	60	180	6	prof. dr Nikola Novaković
10.	Graphics 2	BLC-077	obligatory	60	30	2	120	60	270	9	doc. mr Bojana Mihajlović
11.	Photography	BLC-078	obligatory	60	45	2	120	90	315	10	prof. dr Miloš Babić
12.	Elective subject 4 (one subject is chosen)										
	English language 3	BLC-017	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 3	BLC-018									-
Total III semester				180	120	-	360	240	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
IV SEMESTER											
13.	Technology of printing and printing forms	BLC-079	obligatory	60	15	2	120	30	225	8	prof. dr Dejan Kojić
14.	Design	BLC-080	obligatory	60	45	2	120	90	315	10	doc. mr Bojana Mihajlović
15.	Elective subject 5 (one subject is chosen)										
	Management in art	BLC-081	elective	45	30	2	90	60	225	7	prof. dr Miloš Babić
	Animation	BLC-082									prof. dr Irena Parović
16.	Elective subject 6 (one subject is chosen)										
	English language 4	BLC-024	elective	30	15	2	60	30	135	5	prof. mr Vesna Đurović
	Foreign language 4	BLC-025									-
Total IV semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
TOTAL SECOND YEAR				1800 = 60 ECTS x 30 classes					1800	60	

STUDY PROGRAM: GRAPHIC DESIGN AND VISUAL COMMUNICATIONS - 180 ECTS

THIRD YEAR											
NO.	SUBJECT	CODE	STATUS	TEACHING LOAD		COEF.	STUDENT'S LOAD		TOTAL	ECTS	FIRST NAME, LAST NAME OF THE PROFESSOR
				P	V		P	V			
V SEMESTER											
17.	Business ethics	BLC-038	obligatory	60	30	2	120	60	270	9	prof. dr Svetlana Dušanić-Gačić
18.	Video games	BLC-058	obligatory	30	30	2	60	60	120	6	prof. dr Irena Parović
19.	Computer graphics	BLC-083	obligatory	60	15	2	120	30	225	8	prof. dr Nikola Novaković
20.	Elective subject 7 (one subject is chosen)										
	Digital marketing	BLC-040	elective	45	30	2	90	60	225	7	prof. dr Mirjana Milovanović
	Printing media	BLC-084									prof. dr Nenad Novaković
	Artificial intelligence	BLC-016									doc. dr Davor Radivojević
	Digital content and tools	BLC-041									doc. dr Aleksandar Babić
Total V semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 classes							
VI SEMESTER											
21.	Internet and new media	BLC-085	obligatory	45	30	2	90	60	225	7	prof. dr Mladen Miroslavljević
22.	Visual communications	BLC-086	obligatory	60	15	2	120	30	225	8	doc. dr Aleksandar Babić
23.	Organization of graphic production	BLC-087	obligatory	60	30	2	120	60	270	9	prof. dr Dejan Kojić
24.	Elective subject 8 (one subject is chosen)										
	Media literacy	BLC-022	elective	30	30	2	60	60	180	6	prof. dr Slavica Išaretović
	Financial literacy	BLC-023									prof. dr Zorana Agić
Total VI semester				195	105	-	390	210	900	30	
				300			600				
				900 = 30 ECTS x 30 CLASSES							
TOTAL THIRD YEAR				1800 = 60 ECTS x 30 CLASSES					1800	60	

On the study program *Graphic design and visual communications*, study field *Graphic design and visual communications*, a student enrolls and passes 16 obligatory subjects (total 134 ECTS), 2 elective subjects with 7 ECTS (total 14 ECTS), 2 elective with 6 ECTS (total 12 ECTS) and 4 elective subjects with 5 ECTS (total 20 ECTS). When enrolling, the student can choose a foreign language that he/she will attend and pass – the faculty organizes classes for English language, and according to expressed interest of students, it can organize classes for both German or Russian language. After collecting 180 ECTS through subject passing on this study field, a student acquires the title: **graduate graphic designer**.