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| COURSE TITLE | **VISUAL DESIGN ELEMENTS** | | | | | | | | | | | | |
| Code | | UAD001 | | | Year of Study | | | | 1/I. | | | | |
| Name of Lecturer | | Assistant Professor Ljubica Marčetić Marinović | | | ECTS value | | | | 3 | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 |  | | 30 |  |
| Type of Course | | Compulsory | | | percentage of e-learning | | | | 0 | | | | |
| COURSE DESCRIPTION | | | | | | | | | | | | | |
| Objectives | | Introducing students to the principles visual language. Introducing students to the principles of composition. Acquisition of simple skills in using various drawing tools. Learn to apply basic laws and principles of visual language in the execution of design tasks. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Completed secondary school, secondary school final school examination passed, DPZVS passed, enrolled to the first semester of undergraduate study. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the Visual Design Elements exam, be able to:  1. Use simple drawing tools.  2. Identify and explain the laws and principles of visual language.  3. Use basic laws and principles of visual language in solving design tasks.  4. Present own work. | | | | | | | | | | | |
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| **COURSE TITLE** | **Applied Drawing** | | | | | | | | | | | | |
| **Code** | | UAD002 | | | Year of Study | | | | 1/I. | | | | |
| **Name of Lecturer** | | Dr. Jelena Zanchi, PhD, Senior Lecturer | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 45 | 5 | | 25 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the rules of technical drawing, orthogonal projection, visualization of space, objects and processes through axonometric representation, perspective and photo montage. Introduction to the methods of mapping and data visualization and methods and techniques of cartographic presentation. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Properly create a technical drawing in an appropriate scale and dimension it according to the rules of the profession, 2. Draw an object / space / process through three-dimensional axonometric drawing and / or perspective, 3. Identify focal point on an existing photography and properly do a photo montage, 4. Read architectural drawings, interpret standardized symbols, 5. Present architectural project in a clear and well structured way 6. Interpret the specifics of urban space and properly classify them, 7. Create a thematic map with selected tasks intended for target group. | | | | | | | | | | | |
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| **COURSE TITLE** | **Typography 1** | | | | | | | | | | | | |
| **Code** | | UAD003 | | | Year of Study | | | | 1/I. | | | | |
| **Name of Lecturer** | | Assist. Ph.D. Nikola Đurek | | | ECTS value | | | | 6 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 45 | 5 | | 25 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Course objective is to introduce students to basic concepts in the field of typography (design with charactersand mere design of charactersand historical overview of the mentioned subject matter Also, the student is introduced to the perception of charactersat the micro level through a series of calligraphic and typographic exercises. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Adoption of basic concepts in the field of designing letters, typography and calligraphy.  2. Identification of the characteristics of characters.  3. Understanding classification of characters and their combination and application.  4. Understanding horizontal and vertical movement in typography. | | | | | | | | | | | |
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| **COURSE TITLE** | **Photography 1** | | | | | | | | | | | | | | |
| **Code** | | UAD004 | | | | Year of Study | | | | | 1/I. | | | | |
| **Name of Lecturer** | | Mirko Pivčevič | | | | ECTS value | | | | | 3 | | | | |
| Associates | | Vicko Vidan | | | | Teaching (number of hours per semester) | | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | | Percentage of e-learning | | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | | |
| Objectives | | To introduce students to the history of photography and its development, to be able to use the camera and learn the basic techniques of taking photographs. | | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Completed secondary school, secondary school final school examination passed, DPZVS passed, enrolled to the first semester of undergraduate study. | | | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | To know how to use the camera.  To understand technical and creative use of shutter speed and aperture  To understand technical and creative use of lens.  To understand the basics of composition.  To be able to take and value a photography. | | | | | | | | | | | | | |
| Course content broken down according to hours of teaching. | |  | | | | | | | | | | | | | |
| Type of course | |  | | | | | |  | | | | | | | |
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| Student requirements | |  | | | | | | | | | | | | | |
| Monitor the students' work (write in the value of ECTS credits for each activity so that the total number of credits corresponds to the credit value of the course): | |  | |  |  | | | |  |  | | | |  | |
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| Assessment and evaluation of students' work during the semester and at the final exam. | |  | | | | | | | | | | | | | |
| Required literature (available in the library and via other media) | | **Title** | | | | | | | | | **Number of copies in the library** | | **Availability via other media** | | |
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| Supplementary reading | |  | | | | | | | | | | | | | |
| Quality assurance methods that ensure the acquisition of established learning outcomes | |  | | | | | | | | | | | | | |
| Other (according to the proposer's opinion) | |  | | | | | | | | | | | | | |

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| **COURSE TITLE** | **Design and Media** | | | | | | | | | | | | |
| **Code** | | UAD006 | | | Year of Study | | | | 1/I. | | | | |
| **Name of Lecturer** | | Associate Professor Dejan Kršić | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
|  | | Introduction to the basic concepts in the field of design and media. Introduction to historical development and principles of functioning of individual media. Understanding and ability to analyse the properties and media mode of action in the contemporary context. Developing critical thinking about the media in the contemporary social context and the role of design profession. | | | | | | | | | | | |
|  | | Completed secondary school, secondary school final school examination passed, DPZVS passed, enrolled to the first semester of undergraduate study. | | | | | | | | | | | |
|  | | After having passed Design and Media final exam, the students will be able to:  1. Identify and explain the basic concepts related to the historical development, forms and principles of functioning of design and media.  2. Identify the basic characteristics of interrelationship between design and individual media. Associate design practice with the laws and logic of functioning of an individual medium that makes up its communication and social context.  3. Critically read and analyse media content, with special emphasis on media properties they mediate (photography, film, advertising ...). Express their views in oral and written form.  4. Develop critical awareness of the social role and responsibility of the media and design practice in general. | | | | | | | | | | | |
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| **COURSE TITLE** | **Graphic Techniques** | | | | | | | | | | | | |
| **Code** | | UAD303 | | | Year of Study | | | | 1/I. | | | | |
| **Name of Lecturer** | | Assistant Professor Igor Čaljkušić | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | To introduce the students to the technological process of prepress, colour theory, colour models in graphic technology, printing techniques through lectures and exercises. Planning of printed products in relation to the complexity of designer solution. Planning designer solution depending on available resources of the technological process of printing. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Techniques final exam, the students will be able to:  1. Name, identify and explain the basic concepts related to Prepress  2. Define elements and describe a graphic product using graphic technology t terminology  3. Do Prepress of different graphic products  4. Elaborate on the selected technological process of printing in the context of the value of the graphic product. | | | | | | | | | | | |
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| **COURSE TITLE** | **Introduction to Art History** | | | | | | | | | | | | | |
| **Code** | | UAP00I | | | Year of Study | | | | 1/I. | | | | | |
| **Name of Lecturer** | | Ph.D. Ita Praničević Borovac, Senior lecturer | | | ECTS value | | | | 3 | | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | | S | | E | T |
| 30 | | 0 | | 0 |  |
| Type of Course | | compulsory | | | Percentage of e-learning | | | |  | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | |
| Objectives | | Acquisition of fundamental knowledge on visual arts from prehistory to the beginning of the 20thcentury in European, Mediterranean and Croatian territory. Acquisition of chronology and knowledge of historical circumstances in which artistic styles appear and develop through the review of characteristics and purpose of the most important achievements in architecture, sculpture and painting. Acquisition of basic professional terminology. Students are instructed in in the methods of using professional literature and encouraged to critical curiosity. (ovo kopirati u film i video preddipl) | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Completed secondary school, secondary school final school examination passed, DPZVS passed, enrolled to the first semester of undergraduate study. | | | | | | | | | | | | |
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| **COURSE TITLE** | Visual communications | | | | | | | | | | | | |
| **Code** | | UAL40A | | | Year of Study | | | | 1/I. | | | | |
| **Name of Lecturer** | | MSc Barbara Gaj, Senior lecturer | | | ECTS value | | | | 4 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to various visual media that allow achievement of visual communication and their development through history. The development of critical awareness and visual sensitivity to events from immediate reality and analysis of contemporary art and semiotic relationship between image and meaning. Introduction to the role, importance and influence of visual media in contemporary society. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Completed secondary school, secondary school final school examination passed, DPZVS passed, enrolled to the first semester of undergraduate study. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having attended the course and passed Visual Communications exam, the students will be able to:  1) Describe and define basic concepts of information and communication theory, semiotics and semiology.  2) Understand and explain the components of visual media and visual communications in contemporary media environment  3) Acquire the basic knowledge of the history of of visual media, the development of media technology, digitalization of contemporary art and the role of the visual in the public communication space.  4) Critically evaluate media text and analyse various aspects of the content of visual  media message  5) Apply the acquired knowledge and present own or others' work of art through semiotic analysis.   |  | | --- | |  | | | | | | | | | | | | |
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**Second semester**

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| **COURSE TITLE** | **Graphic Design 1** | | | | | | | | | | | | |
| **Code** | | UAD007 | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Assistant Professor Maris Cilić | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the the basic principles of design. Noticing, marking, analysing and presenting basic visual elements in different media. Acquisition of skills in using visual elements and their interrelations. Understanding functional communication. Preparation of comprehensive documentation of the process of design. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Design 1 exam, the students will be able to:   1. Sketch own ideas. 2. Link concepts of visual culture with concepts in graphic design 3. Select and organize visual elements as required by graphic design task 4. Apply composition principles in graphic design tasks 5. Apply graphic elements to graphic products 6. Present and elaborate on own solutions | | | | | | | | | | | |
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| **COURSE TITLE** | **Illustration 1** | | | | | | | | | | | | |
| **Code** | | UAD106 | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Assistant Professor Maris Cilić | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the concept of illustration, its origin and development. Acquisition of skills in using various techniques of illustration together with stimulating personality in expressing. Learn to use various drawing and painting tools. Understand different uses of illustration in graphic design. Be able to illustrate for various design projects. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Illustration 1 exam, the students will be able to:   1. Illustrate on a given theme 2. Illustrate in various drawing and painting techniques 3. Apply illustration in graphic design tasks 4. Identify, specify and interpret fundamental concepts in illustration 5. Prepare final portfolio. 6. Present own solutions | | | | | | | | | | | |
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| **COURSE TITLE** | **Typography 2** | | | | | | | | | | | | |
| **Code** | | UAD10B | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Assist. Prof. Ph.D. Nikola Đurek | | | ECTS value | | | | 3 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The student is introduced to the perception of charactersat the micro level through a series of calligraphic and typographic exercises. By combining tasks mastered during semester, we gain an insight into the basics of characterdesign, as well as the basics of the production phase itself of typography creation. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Understanding and defining contrast in characterdesign.  2. Application of designed charactersin typography  3. Preparation and understanding of forms of characters in digitization  4. Mastering technical skills for digitization of characters.  5. Ability of independent creation of characters according to the model with the preparation for use in different media | | | | | | | | | | | |
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| **COURSE TITLE** | **Photography 2** | | | | | | | | | | | | |
| **Code** | | UAD101 | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Mirko Pivčevič | | | ECTS value | | | | 3 | | | | |
| Associates | | Vicko Vidan | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | To learn to take and create photographs using natural and artificial light.  To learn to take and create photographs using colour. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | To create photographs using natural light.  To create photographs using artificial light.  To create photographs using flash.  To create photographs using colour.  To be able to take and value a photography. | | | | | | | | | | | |
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| **COURSE TITLE** | **Basics of semiotics** | | | | | | | | | | | | |
| **Code** | | UAD00A | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Assist.Prof. Ph.D Vladimir Rismondo | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to basic concepts in the field of philosophy of language, semiotics, visual semiotics and hermeneutics. The possibility of semiotic analysis applied to the field of graphic and product design. Reflection of own professional involvement in the context of theoretical approach to design and developing critical awareness regarding semiotic problematisation of the relationship art - design - crafts. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Basics of semiotics exam, the students will be able to:  1. Understand the process of graphic and product design in terms of language communication.  2. Carry out semiotic analysis of any designed work.  3. Apply rhetorical models in the context of design process (design practices)  4. Analyse design approaches in various media through comparative and trans semiotic analysis. | | | | | | | | | | | |
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| **COURSE TITLE** | **Discourses of Design** | | | | | | | | | | | | |
| **Code** | | UADB02 | | | Year of Study | | | | 1/II. | | | | |
| **Name of Lecturer** | | Associate Professor Dejan Kršić | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the basic concepts in the field of criticism, theory and historiography of design as well as contemporary debates on the methods and theory of design. Introduction to historical development and changes in the content of the concept of design. Understanding and ability to analyse the properties and modes of influence of design both from examples from the history of design and recent practices and everyday life. Reflection of own professional involvement and development of critical awareness on the role of design and designer profession in contemporary social context. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Discourses of Design final exam, the students will be able to:  1. Name, identify and explain the basic concepts related to the historical development, forms and principles of functioning of design.  2. Explain the specifics of the relationship of design and broader social context in various historical periods.  3. Link design practice with theoretical terms and concepts.  4. Critically analyse works and products of design.  5. Present information gathered by individual studying and elaborate on own views. | | | | | | | | | | | |
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| **COURSE TITLE** | **COMMUNICATION PRACTICE** | | | | | | | | | | |
| Code | UAD009 | | Year of Study | | | 1/II. | | | | | | |
| Name of Lecturer | Assist. Prof. Ph.D. Meri Maretić | | ECTS value | | | 3 ECTS | | | | | | |
| Associates | - | | Teaching (number of hours per semester) | | | L | S | | E | | T |
|  |  | |  | | | 30 | 5 | | 10 | |  |
| Type of Course | Compulsory - VCD  Elective - painting | | Percentage of e-learning | | |  | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | |
| Objectives | Introduction to the basic concepts in the field of communication science and public relations.. Become aware of, interpret and apply the basic rules of successful communication. Understand and analyse various segments of public relations in practice. Plan communication with key public and implement it into own personal involvement. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | After having passed Communication Practice final exam, the students will be able to:  -Name, identify and explain the basic concepts related to types and forms of communication.  -Explain the need for harmonization of verbal and non-verbal speech in business communication.  -Define the public and target audience, and processes for managing public relations.  -Explain the impact of the communication process through the media on contemporary business.  -Analyse and compare the individual forms of journalistic expression.  -Link designer practice with theoretical terms and concepts of successful business communication.  -Present information gathered by individual studying and elaborate on own views.  -Write a term paper and prepare a presentation using all elements of communication process. | | | | | | | | | | | |
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| **COURSE TITLE** | **Knowledge of computers and programming** | | | | | |
| **Code** | UAD00H | Year of Study | 1/II. | | | |
| **Name of Lecturer** | Assist. Prof. Ph.D. Ivica Mitrović  Jelena Nakić, lecturer | ECTS value | 3 | | | |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 30 | 5 | 10 |  |
| Type of Course | Compulsory | Percentage of e-learning | 0 | | | |
| **COURSE DESCRIPTION** | | | | | | |
| Objectives | To introduce students to the historical development of computers, basic concepts of computing, contemporary hardware and software. Students will learn to describe, analyse and compare each individual phase of development of computers, define and apply in work the basic concepts of computing, recognize and distinguish modern computer components and explain the overall use of modern computers considering the software with which it is equipped.  Introduce students to theoretical and practical work in HTML and CSS, basic languages for tagging content and format on the Web. The students will learn to design and code websites and become familiar with the process of developing the contemporary web.  Introduce students to the basics of programming using PHP server-side scripting language. Students will acquire basic knowledge about the design and development of web applications. | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | 1. Describe, analyse and compare individual stages of computer development and know how to evaluate in which direction further development and application of computers will go. 2. Define basic concepts of computing, be able to apply them in the work on the computer, and be able to link them to individual computer components, software support and, ultimately, programming. 3. Recognise individual computer components, ex plain their purpose, features and working principles and be able to compare them one to another with regard to various parameters. 4. Define components of computer software; explain the application of each of the groups with obligatory listing of examples, compare individual programmes one to another, as well as their user interfaces. 5. Independently prepare the computer for the preparation and presentation of web applications (installation of code editor, web browser, local Apache server). 6. Independently compile the code in HTML5 and CSS3 and develop a website that will satisfy the requirements of W3C validation and respect the standards of Semantic Web using:  * images, * links, * lists, * horizontal and vertical menu, * tables, * elements of box model, * positioning,  1. Independently compile the code in PHP and develop a web application using:  * conditional branching, * loops, * functions, * one-dimensional fields, * elements of HTML forms. | | | | | |

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| **COURSE TITLE** | **Graphic Design 2** | | | | | | | | | | | | |
| **Code** | | UAD103 | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Assistant Professor Maris Cilić | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 45 | 0 | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Acquisition of terms in communication system. Visualization of content with the aim of its functional visual communication. Mastering of skills and knowledge for design of ideograms, pictograms, sign, monogramsand system of pictograms for specific purposes, their application to primary and secondary means of communication. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Graphic Design 1 exam passed. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Design 2 exam, the students will be able to:   1. Visualize given concepts. 2. Critically analyse ideas and sketches. 3. Distinguish concepts in communication system. Symbols, Indexes, Icons 4. Design a system; icons, pictograms 5. Design a sign, a logo 6. Apply graphic elements to primary and secondary means of communication. 7. Apply acquired knowledge and skill in graphic design tasks 8. Present and elaborate on own solutions | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | In accordance with the standards and regulations of the University of Split  Tutorial, corrections, activity during lectures, attendance record, student surveys, internal and external evaluation of study programs and teachers. | | | | | | | | | | | |
| Other (according to the proposer's opinion) | | Classes in design courses at the Sub-department of Visual Communication Design are almost entirely tutorial, practical and theoretical at the same time.  Students’ practical work always contains research and experimentation.  Lectures and exercises are held in Croatian with the possibility of teaching and additional tutorials in English. | | | | | | | | | | | |

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| **COURSE TITLE** | **Layout 1** | | | | | | | | | | | | |
| **Code** | | UAD104 | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Assistant Professor Igor Čaljkušić | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The objective is to introduce the students to the the history of print media putting special emphasis on historical development of book and its transformation over time.through lectures and exercises. To introduce and teach students to aesthetic, mathematical and design principles of website organization in the print media through exercises. Develop the ability ofdefining the structure, architecture and hierarchy of information essential for the design layout by text analysis correctly. Introduce students with macro-typographic rules. Design simple graphical layout form in accordance to content, aesthetic, mathematical and formal principles. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Layout 1 final exam, the students will be able to:  1. Name, identify and explain the basic concepts related to historical development of print media  2. Analyse the text from the aspect of application design principles for the page organisation  3. Defining the layout of graphic products depending on the analysis of the content and purpose  4. Create a layout  5. Elaborate on the reasons for the application of certain aesthetic, mathematical and design principles. | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | In accordance with the standards and regulations of the University of Split  Tutorials, corrections, activity during lectures, attendance record.  Communication with students during lectures as part of interpretive and analytical discussions, through electronic communication and feedback after giving tasks and receiving solutions.  Student surveys, internal and external evaluation of study programmes and teachers. | | | | | | | | | | | |
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| **COURSE TITLE** | **Typography 3** | | | | | | | | | | | | |
| **Code** | | UAD207 | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Assist. Prof. Ph.D. Nikola Đurek | | | ECTS value | | | | 6 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The objective is to have every student create characters and get a completely functional font in the final stage. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Design characters without a predefined model. 2. Develop a functional font from designed characters, calligraphy or plotted characters. 3. Prepare Croatian diacritics and digraphs for existing or custom font 4. Design characters for default use | | | | | | | | | | | |
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| Type of course | | x lectures  x seminars and workshops  x exercises  ☐entirely on-line  ☐ mixed e-learning  ☐ field classes | | | | x individual tasks  ☐ multimedia  ☐ laboratory  x mentorship  ☐ (other write in) | | | | | | | |
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| **COURSE TITLE** | **Photography 3** | | | | | | | | | | | | | | |
| **Code** | | UAD105 | | | | Year of Study | | | | | 2/III. | | | | |
| **Name of Lecturer** | | Mirko Pivčevič | | | | ECTS value | | | | | 3 | | | | |
| Associates | | Vicko Vidan | | | | Teaching (number of hours per semester) | | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | | Percentage of e-learning | | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | | |
| Objectives | | To learn to take and create photographs of various genres. | | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Photography 2 exam passed. | | | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | To learn technical and creative basics of taking landscape photographs, use them when taking them.  To learn technical and creative basics of taking photographs of urban landscape, use them when taking them.  To learn technical and creative basics of taking architecture photographs, use them when taking them.  To learn technical and creative basics of taking still life photographs, use them when taking them.  To learn technical and creative basics of takingindustrial photographs, use them when taking them.  To learn technical and creative basics of takingportrait photographs, use them when taking them.  To learn technical and creative basics of taking nude photographs, use them when taking them. | | | | | | | | | | | | | |
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| **COURSE TITLE** | **INTRODUCTION TO SOCIOLOGY** | | | | |
| **Code** | | **UAD00B** | Year of Study | | 2/III. |
| **Name of Lecturer** | | Assist. Prof. Ph.D. Neven Duvnjak | ECTS value | | 3 |
| Associates | |  | Teaching (number of hours per semester) | | |  |  |  |  | | --- | --- | --- | --- | | L | S | E | T | | 30 | 15 |  |  | |
| Type of Course | | Compulsory | Percentage of e-learning | |  |
| **COURSE DESCRIPTION** | | | | | |
| Objectives | | To gain basic knowledge about the functioning of modern societies with regard to economic, political, demographic, environmental and cultural aspects. It is crucial to understand the basic sociological concepts and their contextualization within the contemporary social processes. | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1) To apply the acquired knowledge on social processes in contemporary society in personal creative (artistic) work.  2) To explain contemporary social trends with respect to the acquired knowledge on key sociological concepts, theoretical approach and methodological procedures.  3) To interpret and comment on social phenomena from a reflective and critical sociological perspective,  4) To apply the acquired knowledge on special sociologies in personal creative work. | | | |
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| **COURSE TITLE** | **Interactive Media Design 1** | | | | | | | | | | | | |
| **Code** | | UAD201 | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Assist.Prof. Ph.D Ivica Mitrović | | | ECTS value | | | | 3 | | | | |
| Associates | | Luka Vidoš, Assist.  Oleg Šuran, Assist. | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to interactive media (historical development, services, principles of functioning - focus on Internet network). To acquire basics of website design / on-line applications at conceptual, formative and technological level. To gain knowledge and skills for successful design of elementary web sites / online applications. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed the 1styear of study exams in: Visual Design Elements, Typography 1, Knowledge of Computers and Programming 1, Graphic Technology1, Graphic Design 1 | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Identify, name and explain the basic concepts related to the historical development, services and principles of functioning of interactive media (focus on Internet network) .  2. Identify, name and explain the basics of HTML language and sintax.  3. Identify, name and explain the basics of CSS language and sintax.  4. Identify, name and explain the basics of interactive media design (information architecture, navigation and layout).  5. Use HTML and CSS to design individual websites.  6. Use HTML and CSS to design elementary website.  7. Use basic principles of interactive media design (information architecture, navigation and layout) in designing elementary website.. | | | | | | | | | | | |
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3rdSEMESTER ELECTIVE

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| **COURSE TITLE** | **Graphic Techniques** | | | | | | | | | | | | |
| **Code** | | UAD008 | | Year of Study | | | 2/III. | | | | | | |
| **Name of Lecturer** | | Associate Professor Edvin Dragičević | | ECTS value | | | 3 | | | | | | |
| Associates | | Maja Khoualdi (Zemunik Mužinić), Assistant | | Teaching (number of hours per semester) | | | L | | S | | E | | T |
| 15 | |  | | 30 | |  |
| Type of Course | | Elective | | Percentage of e-learning | | | 0 | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the concept of Graphics, its origin and development.  Acquisition of simple skills in using various drawing tools, graphic tools and materials.. Learn to use graphic colours and paper. Master basic technical and technological processes in graphic techniques: linocut, etching, aqua tint.  Understand artistic quality of graphic sheet as an independent work of art.  After having passed Graphic Techniques exam, students may continue their training in the field fo graphics at elective courses: Graphics 2,3,4 ... | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Graphics 1 exam, be able to:  1. Tell the difference between reproduction and art prints  2. Create a template for creating graphics in high print and deep print  3. Apply graphic tools and equipment in preparing the matrix  4. Create an art print in basic techniques of high and deep print  using various materials  5. Value visual qualities of drawing and art print | | | | | | | | | | | |
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| **COURSE TITLE** | **Knowledge of computers and programming 2** | | | | | |
| **Code** | UADB03 | Year of Study | 2/III. | | | |
| **Name of Lecturer** | Assist. Prof. Ph.D. Ivica Mitrović  Jelena Nakić, lecturer | ECTS value | 3 | | | |
| Associates |  | Teaching (number of hours per semester) | L | S | E | T |
| 15 | 5 | 25 |  |
| Type of Course | Elective | Percentage of e-learning | 0 | | | |
| **COURSE DESCRIPTION** | | | | | | |
| Objectives | Introduce students to advanced programming of websites using PHP server-side scripting language. Students will gain basic knowledge of connecting sites to databases, as well as basic and advanced knowledge of procedural and object-oriented programming with the use of PHP and JavaScript scripting languages. | | | | | |
| Enrolment requirements and entry competences required for the course | To have passed Knowledge of computers and programming exam | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | 1. Independently prepare the computer for the preparation and presentation of web applications (installation of code editor, web browser, local Apache server). 2. Independently develop a web application and nest inside a code in PHP using:  * conditional branching, * loops, * functions, * one-dimensional fields, * elements of HTML forms.  1. Independently create a MySQL relational database for storing user data, connect the web application the corresponding with a database, and, by creating SQL queries, extract data and bases and display them on the website. 2. Independently develop a web application and nest inside a code in JavaScript in order to:  * manipulate HTML elements of a website * manipulate CSS styles of a website * run events on a website * control data entered in HTML form. | | | | | |

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| **COURSE TITLE** | **INTRODUCTION TO ICONOLOGY** | | | | | | | | | | | | |
| **Code** | | UAL010 | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Ph.D DANIELA MATETIĆ POLJAK, senior lecturer | | | ECTS value | | | | 2 | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | |  |  |
| Type of Course | | compulsory | | | Percentage of e-learning | | | | 0% | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the problem of iconology and iconographic examination of the work of art. Acquisition of basic professional terminology. Mastering the methods of iconographic analysis and interpretation. Introduction to the most important iconographic themes Training for independent iconographic interpretation. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Introduction to Iconography exam, the students will be able to:   1. independently use professional literature 2. carry out basic iconographic analysis of a work of art. 3. apply professional terminology. 4. recognize basic iconographic types and their variants. 5. compare different iconographic versions 6. perceive the specifics of iconographic type 7. roughly determine the period of origin of iconographic variant | | | | | | | | | | | |
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| **COURSE TITLE** | **PAINTING 1.** | | | | | | | | | | | | | | |
| **Code** | | UAL004 | | | Year of Study | | | | 2/III. | | | | | | |
| **Name of Lecturer** | | Mateo Perasović, Full Professor  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 4 | | | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | | S | | | E | T |
| 30 | | 0 | | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | | |
| Objectives | | The acquisition of knowledge and perception from basic drawing and painting techniques and artistic practices, as well as passing them on to other users. | | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD | | | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Identify, analyse and describe drawing instruments.  2. Define basic drawing techniques  3. Make a constructive drawing of the three-dimensional geometric shape  4. Make a tonal drawing of a plaster anthropomorphic figure.  5. Master the process of preparation of the study of a stylized animal or anthropomorphic figure.  6. Make a drawing of a stylised figure in a constructed space. | | | | | | | | | | | | | |
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| **COURSE TITLE** | **NUDE DRAWING 1.** | | | | | | | | | | | | |
| **Code** | | UAL007  ISVU ............ | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 2 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The acquisition of knowledge and perception from basic drawing techniques, as well as passing them on to other users. Mastering anthropometric relationships on a drawing. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Define basic drawing techniques  2. Make a constructive drawing of the human body  3. Make a linear drawing of the human figure  4. Master the process of preparation of the study of the human figure. | | | | | | | | | | | |
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| **COURSE TITLE** | **Contemporary Art 1** | | | | | | | | | | | | |
| Code | | UAS00B | | | Year of Study | | | | 2/III. | | | | |
| Name of Lecturer | | Assist. Prof. Ph.D. Blaženka Perica | | | ECTS value | | | | 3 ECTS | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | - | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | - introduction to the artistic production of the fifties and sixties; detection of key names and tendencies which marked the same period  - key issues in relation to "modern" and "contemporary" art; concepts of Modern , Modernist and Modernism in relation to the concept of Post-modernism (W: Benjamin; C. Greenberg; F. Jameson; R. Williams; J.-F- Lyotard, H. Foster…)  - question of the relation of historical avant-garde and neo-avant garde - theoretical guidelines following these issues (aesthetics of absence, "la vide" versus "return of the real "; activism, involvement ...  - the afore mentioned time period includes the world art, as well as an overview of simultaneous tendencies in the national history of modern and contemporary art  - introduction to the relevant literature which systematizes and interprets that period, and the reference to additional literature to the particular teaching unit  - the course follows contemporary events in Split and Croatia as well (exhibitions, as well as major world exhibition events (Venice Biennial; Documenta, Kassel; Skulptur Projekte Münster ...) in order to open discussion about them at the seminar-type lectures. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1) to identify, specify and interpret the fundamental concepts related to the historical and artistic development which marked the transition from modernism through post-modernism to contemporary times (in Contemporary art the focus is on occurrence of irrelevant art - a radical disappearance of theme, disappearance of the mimetic and predominance of new media display / technical reproduction)  2) to identify and explain the basic terminology and key names of stakeholders and artistic groups of the respective periods  3) developed visual perception in recognizing different expressive forms of art within modern and post-modern  4) developing a critical approach and acquisition of a richer vocabulary in articulating the respective contents | | | | | | | | | | | |
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| Student requirements | | Teaching methodology is guided by the principle of student participation. Before the lecture, the students are expected to read at least part of the mandatory reading, in order to gain certain idea of the topic for a fairer participation in class. For this purpose, reading is divided into mandatory and optional. Mandatory reading consists minor texts (articles, essays, book excerpts, etc.), which represent a particular theme very well. Wherever possible, mandatory reading is translated into Croatian (or Serbian), because of the flow of teaching and a kind of synchronization among students and teachers. Optional reading is mostly a short list of books that may direct the students to further research certain topics. The choice of reading is also partly determined by the historical and theoretical courses of undergraduate study where students have already acquired certain knowledge of art. | | | | | | | | | | | |
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| **COURSE TITLE** | **Introduction to Film History** | | | | | | | | | | | | |
| **Code** | | UAA00F | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Blažena Radas, lecturer | | | ECTS value | | | | 4 | | | | |
| Associates | | ............ | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | |  |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the major periods and schools in the history of American, European and Asian cinema classical period in cultural and sociological context. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Gain knowledge of the main concept of film language and the history of film technology; 2. Tell the difference between film content and film form 3. Identify and analyse film works 4. Evaluate them as social and cultural documents; 5. Critically interpret the film and its context in teaching and at the final written exam. | | | | | | | | | | | |
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| **COURSE TITLE** | **Film Theory 1** | | | | | | | | | | | | | |
| Code | | UAA10E | | | Year of Study | | | | 2/III. | | | | | |
| Name of Lecturer | | Assist.Prof. Ph.D Brian Willems | | | ECTS value | | | | 3 | | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T | |
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| Type of Course | | ELECTIVE | | | Percentage of e-learning | | | |  | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | |
| Objectives | | Students are introduced to the basic concepts of film theory, including the question "is film art?", starting from the beginning of the 20th century through psychoanalytic interpretation, narratology, post-structuralism and feminism. | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD  English language C1 | | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The course introduces the students to the topics, discourses and orientations the film theory is now engaged in, assuming and positioning pertinent debates and critical interventions. Students gain insight into the film-theoretical discussions since the beginning of the last century until the end of the 1960s. | | | | | | | | | | | | |
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| Assessment and evaluation of students' work during the semester and at the final exam. | | Students are expected to be prepared for each session in advance and possibly write a short comment (approx. 150-200 words) with reference to the topic discussedat the previous session The purpose of comments is to identify theories and concepts and to bring them in connection with texts that will be discussed in lectures and relevant issues chosen by students. Relevant films will be available and it is crucial for the students to watch them. | | | | | | | | | | | | |
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| **COURSE TITLE** | **Basics of computer animation 1** | | | | | | | | | | | | |
| **Code** | | UAA20M | | | Year of Study | | | | 2/III. | | | | |
| **Name of Lecturer** | | Assist. Prof. Veljko Popović | | | ECTS value | | | | 3 | | | | |
| Associates | | Natko Stipaničev, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the basics of computer 3d animation | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 3rdsemester of undergraduate study of VCD  Computer knowledge, basic knowledge of of English. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Gain knowledge of basics of working in 3d computer programme. 2. Develop 3D props 3. Develop 3D scenes 4. Set up virtual cameras and lighting 5. Render content from a 3d computer program suitable for editing. | | | | | | | | | | | |
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4th SEMESTER

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| **COURSE TITLE** | **Graphic Design 3** | | | | | | | | | | | | |
| Code | | UAD202 | | | Year of Study | | | | 2/IV. | | | | |
| Name of Lecturer | | Assistant Professor Ljubica Marčetić Marinović | | | ECTS value | | | | 6 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| COURSE DESCRIPTION | | | | | | | | | | | | | |
| Objectives | | To master the process of designing the packaging for a particular product. Develop the ability for creative and responsible approach in designing the packaging. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Graphic Design 2 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Design 3 exam, the students will be able to:  1. Make product, method of packaging and use analysis.  2. Design the body (outer part) of packaging.  3. Design and categorize the required information.  4. Apply the basic design principle to the product system.  5. Prepare necessary documentation and presentation of work. | | | | | | | | | | | |
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| **COURSE TITLE** | **Layout 2** | | | | | | | | | | | | |
| **Code** | | UAD203 | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Assistant Professor Igor Čaljkušić | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | To introduce the students to the the design of layout of complex graphic products books, newspapers, magazines through lectures and exercises. To develop the ability of critical analysis of the content, information structuring andlayout design in accordance with the specifics of the media.The objective is to encourage the students to, by analysing the content and comparing it to familiar design principles, question the possibilities of design and offer of solutions in layout of book and newspaper production that will contribute to a different interpretation and presentation of old media. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Layout 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Layout 1 final exam, the students will be able to:  1. Analyse the contents and set up an information architecture required for designing more complex graphic products  2. Define and design a book layout  3. Define and design newspaper layout  4. Design a book layout on the basis of critical analysis of content and questioning the standard design principles | | | | | | | | | | | |
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| **COURSE TITLE** | **Photography 4** | | | | | | | | | | | | | | |
| **Code** | | UAD204 | | | | Year of Study | | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Mirko Pivčevič | | | | ECTS value | | | | | 3 | | | | |
| Associates | | Vicko Vidan | | | | Teaching (number of hours per semester) | | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | | Percentage of e-learning | | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | | |
| Objectives | | To learn to take and create photographs of various genres. | | | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Photography 3 course programme (signed by the lecturer) | | | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | To learn technical and creative basics of taking sports photographs, use them when taking them.  To learn technical and creative basics of taking documentary photographs, use them when taking them.  To learn technical and creative basics of taking photographs of book covers, use them when taking them.  To learn technical and creative basics of taking photographs of CD covers, use them when taking them.  To learn technical and creative basics of taking photographs of film posters, use them when taking them.  To design, develop and display personal style in photography | | | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | Interactive communication with students during lectures as part of interpretive and analytical discussions, through electronic communication and feedback after receiving lecture summaries, knowledge testing at the exam and through official quality monitoring system at the constituent. | | | | | | | | | | | | | |
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| **COURSE TITLE** | **SOCIOLOGY OF CULTURE** | | | | |
| **Code** | | **UAD108** | Year of Study | | 2/IV. |
| **Name of Lecturer** | | Assist. Prof. Ph.D. Neven Duvnjak | ECTS value | | 3 |
| Associates | |  | Teaching (number of hours per semester) | | |  |  |  |  | | --- | --- | --- | --- | | L | S | E | T | | 30 | 15 |  |  | |
| Type of Course | | Compulsory | Percentage of e-learning | |  |
| **COURSE DESCRIPTION** | | | | | |
| Objectives | | The objective is to make students capable of individual analysis of the phenomenon of culture in contemporary society and the application of that analysis in their own work. The most important thing is to interpret what culture is, what it involves in society, and its importance at a personal, group and social level. | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 4thsemester of undergraduate study of VCD  Language and computer literacy, basic knowledge of English. | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. to apply the acquired knowledge on cultural processes in contemporary society (with an emphasis on Croatian society) in personal creative (artistic) work. 2. to explain contemporary cultural trends on different social levels (from local to global). 3. to explain own identity and the identity of other social protagonists, and the way they are structured and represented in contemporary culture. 4. to interpret and comment on the cultural and artistic phenomena with respect to the sociological (social) framework where they take place, 5. to apply the acquired knowledge of culture and art sociology in their future creative work. | | | |
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| **COURSE TITLE** | **Psychology of Perception** | | | | | | | | | | | | |
| **Code** | | UAD00G | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Associate Professor, PhD Mirjana Nazor | | | ECTS value | | | | 3 | | | | |
| Associates | | MSc Nikola Marangunić, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | |  |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the psychology of perceptual processes Acquisition of basis of scientific psychology in the field of perception To gain knowledge and skills of cognitive psychology and psychology of consumerism to create more efficient designer solutions. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 4thsemester of undergraduate study of VCD  Competencies language, computer and information literacy. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Identify, name and explain the insights of contemporary scientific psychology in the field of human perception.  2. Identify, name and explain the Gestalt approach in the psychology of perception.  3. Identify, name and explain the achievements of cognitive psychology in explaining the phenomenon of perception of colours.  4. Use knowledge of psychology of perception in realizing a more efficient visual communications design.  5. Use the laws of psychology of consumerism in preparing a designer project.  6. Compare and evaluate market research methods. | | | | | | | | | | | |
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| **COURSE TITLE** | **Interactive Media Design 2** | | | | | | | | | | | | |
| **Code** | | UAD301 | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Assist.Prof. Ph.D Ivica Mitrović | | | ECTS value | | | | 3 | | | | |
| Associates | | Luka Vidoš, Assist.  Oleg Šuran, Assist. | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introducing students to responsive design To acquire basics of designing responsive websites / on-line applications at conceptual, formative and technological level. To gain knowledge and skills for successful design of advanced web sites / on-line applications. Learn to use the knowledge and skills of graphic design, typography and layout when designing interactive media. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Interactive Media Design 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Name, identify and explain the basic concepts related to responsive design  2. Identify, name and explain design principles of responsive interactive media at conceptual, design and technological level.  3. Use HTML and CSS to design responsive website.  4. Use basic principles of designing responsive interactive media in designing elementary website.  5. Apply knowledge and skills of graphic design, typography and layout when designing interactive media. | | | | | | | | | | | |
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4th SEMESTER ELECTIVE

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| **COURSE TITLE** | **Illustration 2** | | | | | | | | | | | | |
| **Code** | | UAD205 | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Assistant Professor Maris Cilić | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 |  |
| Type of Course | | Elective | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | To be able to use the knowledge and skills of illustrating when designing various, more complex designer projects. To master various drawing, painting and computer techniques To introduce students to illustration through different genres. Think critically and analyse own work. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Illustration 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Illustration 2 exam, the students will be able to:   1. Understand and distinguish genres in illustration 2. Create illustrations for various applications. 3. Use advanced computer tools in creating illustrations 4. Apply illustration to various graphic products 5. Apply various drawing and painting techniques. 6. Analyse own solutions 7. Present portfolio of works | | | | | | | | | | | |
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| **COURSE TITLE** | **Film in the period of modernism and post-modernism** | | | | | | | | | | | | |
| **Code** | | UAA10J | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Blažena Radas, lecturer | | | ECTS value | | | | 4 | | | | |
| Associates | | ............ | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | |  |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the major periods and schools in the history of American, European and Asian cinema modern and post-modern period in cultural and sociological context. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 4thsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Gain knowledge of the main concept of film language and the history of film technology; 2. Tell the difference between film content and film form 3. Identify and analyse film works 4. Evaluate them as social and cultural documents; 5. Critically interpret the film and its context during teaching and at the final written exam. | | | | | | | | | | | |
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| **COURSE TITLE** | **Film Theory 2** | | | | | | | | | | | | | |
| Code | | UAA20E | | | Year of Study | | | | 2/IV. | | | | | |
| Name of Lecturer | | Assist.Prof. Ph.D Brian Willems | | | ECTS value | | | | 3 | | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T | |
|  | |  | | |  | | | | 30 |  | |  |  | |
| Type of Course | |  | | | Percentage of e-learning | | | |  | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | | |
| Objectives | | Students are introduced to contemporary concepts of film theory, includingt he role of politics, gender and race, ideology and psychoanalysis, philosophical perspectives and changes brought by digital media. | | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The course introduces the students to the topics, discourses and orientations the film theory is now engaged in, assuming and positioning pertinent debates and critical interventions. Students gain insight into film-theoretical discussions since the beginning of the 1960s until present day. | | | | | | | | | | | | |
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| **COURSE TITLE** | **Basics of computer animation 2** | | | | | | | | | | | | |
| **Code** | | UAA30R | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Assistant Professor Veljko Popović | | | ECTS value | | | | 3 | | | | |
| Associates | | Natko Stipaničev, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the basics of computer 3d animation | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Basics of computer animation 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Gain insight into all aspects of creating computer 3d animation 2. Create a production plan of preparing computer 3d animation 3. Create an implementation plan of preparing computer 3d animation 4. Develop 3D computer animated film | | | | | | | | | | | |
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| **COURSE TITLE** | **Contemporary Art 2** | | | | | | | | | | | | |
| Code | | UAS10B | | | Year of Study | | | | 2/IV. | | | | |
| Name of Lecturer | | Assist. Prof. Ph.D. Blaženka Perica | | | ECTS value | | | | 3 ECTS | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | - | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | -introduction to the artistic production from the sixties to the nineties and contacts of these tendencies with trends in art today; detection of key names and tendencies which marked that period  Special accents: meaning of the term "realism" and "realisms" in the sense of "a faithful presentation of reality" in relation to the concept of reality in post-modern (according to Lacan; Lyotard; Foucault; Derrida)  - explain the concept of "mimesis" from Plato to the emergence of camera obscura and photography (from mimetic to optical image)  - define the position of artist-author in art from modern to the present day  - explain what THE FORMS OF FIGURATION / SUR-REALISM in 20th century art can be Dada; Fluxus; Magical realism; Pop Art in America; "Capitalist realism" in Germany in the 1960s; social sculpture of Joseph Beuys; Arte Povera in Italy; Land Art;  - explain "the return of the painting" in the 1980s (Neue Wilde; Transavantgarde, neo-expressionism) and tendencies of the period in Croatia  - single out and explain the concepts from "traumatic realism" to "traumatic illusionism" (according to Hal Foster) in painting and sculpture, and photography and video from 1960 to the present | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Contemporary Art 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1) to identify, specify and interpret the fundamental concepts related to the historical and artistic development which marked the transition from modernism through post-modernism to contemporary times (in Contemporary art 2 the focus is on the introduction of the object of reality in art until recent undetermined "returns of the real"  2) to identify and explain the basic terminology and key names of stakeholders and artistic groups of the respective periods within thematic unit  3) a developed visual perception in recognizing different expressive forms of art within modern and post-modern  4) to develop a critical approach and acquire a richer vocabulary in articulating the respective contents | | | | | | | | | | | |
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| **COURSE TITLE** | **Graphic II.** | | | | | | | | | | | | |
| **Code** | | UAL106 | | Year of Study | | | 2/IV. | | | | | | |
| **Name of Lecturer** | | Associate Professor Edvin Dragičević  Assistant Professor Slobodan Tomić | | ECTS value | | | 4 | | | | | | |
| Associates | | Maja Khoualdi (Zemunik Mužinić), Assistant | | Teaching (number of hours per semester) | | | L | | S | | E | | T |
| 30 | |  | | 15 | |  |
| Type of Course | | Compulsory | | Percentage of e-learning | | | 0 | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introducing students to graphic technique of multicolour high print The origins and development of technique through the context of art history, applied art. Review and elaboration of exemplary works of selected authors.  Skill acquisition and development of creativity in the use of drawing and graphic tools, different materials and printing surfaces..  Learn to use graphic colours in multiple printing procedure.  Master the process of making matrices and printing in multicolour high print techniques woodcut, linocut, and alternative materials.  Master technical and technological processes for the purpose of independent creation of multicolour graphic work.  Develop creative thinking and ability of passing aesthetic judgement.  Identify technical, visual and aesthetic qualities of graphic technique of multicolour high print and graphic print. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Graphics 2 exam, be able to:  1. Create and prepare a template for creating graphics in multicolour high print,  2. create a matrix in various materials linoleum, wood, PVC, alternative  materials  3. Use graphic press for multicolour high print  4. Acquire and develop skills for the process of manual printing of graphic sheet,  5. Create an art print in techniques of multicolour high print using various  materials (linoleum, PVC, wood ..), colour and printing substrate.  6. Participate in the work of the graphic workshop in multicolour high print  techniques.  7. Develop the ability of working in a group.  8. Develop skills for independent creative expression in multicolour high print techniques  8. Develop the ability of passing critical and aesthetic judgements.  Learn to recognize and value technical, visual and aesthetic qualities of visual graphic work. | | | | | | | | | | | |
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| Other (according to the proposer's opinion) | | It should be taken into consideration that the work at the Arts Academy represents a specific form of teaching in higher education. Teaching in Graphic course is: almost entirely tutorial, practical and theoretical at the same time and due to the specific subject matter, held in small groups.  Students’ practical work in Graphic course always contains research and experimentation.  Lectures and exercises are held in Croatian with the possibility of teaching in English. | | | | | | | | | | | |

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| **COURSE TITLE** | **PAINTING II.** | | | | | | | | | | | | |
| **Code** | | UAL104  ISVU ............ | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 4 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The acquisition of knowledge and perception from basic drawing and painting techniques and artistic practices, as well as passing them on to other users. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Identify, analyse and describe drawing instruments.  2. Define basic painting techniques  3. Make an achromatic painting of a three-dimensional geometric shape  4. Make a monochromatic tonal painting of a three-dimensional geometric shape  5. Make a polychromatic composition of still life.  6. Make a colour study of a head | | | | | | | | | | | |
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| **COURSE TITLE** | **NUDE DRAWING II.** | | | | | | | | | | | | |
| **Code** | | UAL107  ISVU ............ | | | Year of Study | | | | 2/IV. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 2 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The acquisition of knowledge and perception from basic drawing techniques, as well as passing them on to other users. Mastering anthropometric relationships in a drawing. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Nude Drawing 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Define basic drawing techniques  2. Make a constructive drawing of the human body  3. Make a linear drawing of the human figure  4. Master the process of preparation of the study of the human figure. | | | | | | | | | | | |
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FIFTH SEMESTER

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| **COURSE TITLE** | **Graphic Design 4** | | | | | | | | | | | | |
| **Code** | | UAD302 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Associate Professor Dejan Kršić | | | ECTS value | | | | 6 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Acquisition and personal testing of graphic design principles at conceptual, formative and technological level. Gaining knowledge and skills for successful graphic design of visual communication meda. Introduction to historical development and stylistic characteristics of a poster and its communication requirements. Building graphic vocabulary, from a simple solving of communication problems according to interpretation, conceptual thinking, expressing personal attitude, the use of metaphor, symbolism, abstract and bringing in humour  Understanding and ability to analyse the properties and print media mode of action in the contemporary context. Developing critical thinking on contemporary social context and the role of design profession.  Synthesis of knowledge and skills gained in the education process with the aim of independent creative designing of means of visual communications | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Design 4 final exam, the students will be able to:  1. Draft, plan and analyse the design process  2. Analyse the task content Identify basic requirements and problems. Critically evaluate initial ideas and sketches. Present and elaborate on own solutions  3. Semantically and visually organize various visual (typography, photography, illustration ...) and textual elements in a given format.  4. Apply knowledge, skills and principles of graphic design, typography and layout when designing visual communication print media (leaflet, poster....).  5. Synthesis of knowledge and skills gained in other theoretical and practical courses in designing means of visual communications | | | | | | | | | | | |
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| Student requirements | | Regular attendance of lectures, active participation in class (exercises, moderated discussions, joint analysis), preparation and presentation of six tasks. Regular preparation of sketches and exercises. By the end of semester, the students should have completed all the works, that is, should have completed them to a high degree. If a student has not completed more than 50% of tasks, he/she does not have the right to get the signature. Preparation of the final presentation (in portfolio, pdf file and stored on CD) and public presentation of the work in the course at the joint final presentation of the sub-department (public presentation with projections and / or exhibition). | | | | | | | | | | | |
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| Assessment and evaluation of students' work during the course and at the final exam. | | The mark is given following continuous evaluation based on attendance, activity and commitment to work, quality of works made in classes and individual work, and the quality of the final presentation of work at the course.  Attendance and activity in class (40%)  Quality of doing exercises and tasks (60%) | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | In accordance with the standards and regulations of the University of Split  Tutorials, corrections, activity during lectures, attendance record.  Communication with students during lectures as part of interpretive and analytical discussions, through electronic communication and feedback after giving tasks, tutorials and receiving solutions .  Student surveys, internal and external evaluation of study programmes and teachers. | | | | | | | | | | | |
| Other (according to the proposer's opinion) | | Classes in design courses at the Sub-department of Visual Communication Design are almost entirely tutorial, practical and theoretical at the same time.  Students’ practical work always contains research and experimentation.  The specific formats of individual tasks and exercises will be determined at the beginning of the semester, taking into account previous knowledge and specific needs course participants.  Lectures and exercises are held in Croatian with the possibility of teaching and additional tutorials in English. | | | | | | | | | | | |

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| **COURSE TITLE** | **Multimedia 1 linear narration** | | | | | | | | | | | | |
| **Code** | | UAD206 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Darko Kokić, lecturer | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to linear narrative sequences for television, film, internet and other multimedia environments. Linking graphic expressive and compositional elements, such as sign, typography and colour, with elements of sequential composition such as rhythm, movement, and basic film and animation techniques. Linking animated vector and raster graphic elements with digital sound and video. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed the 2ndyear of study exams. Graphic Design 3, Typography 3, Photography 4, Interactive Media Design 3 | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Use basic skills of non-character animations and audio-visual processing and editing.  2. Illustrate a selected content through an audio-visual medium.  3. Connect elements of visual design and and movement.  4. Devise content for linear mobile media in the field of visual communications design.  5. Devise concept, and create static templates for moving sequences. | | | | | | | | | | | |
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| **COURSE TITLE** | **Media and Society** | | | | | | | | | | | | |
| **Code** | | UAD109 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Assistant Professor Dejan Kršić | | | ECTS value | | | | 3 | | | | |
| Associates | | Ph.D. Valerija Barada, Senior Assistant, Research Associate | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | |  |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Sociological definition of media and the relationship between media and society through the presentation of relevant theories (those concerning the structure of the media and those concerning the audience). An overview of historical development and influence of various media. Press, books, newspapers, film, radio and television. The so-called digital revolution and changes in the media environment. The relationship between popular culture and media through the analysis of documentaries about representation of masculinity and femininity in advertising and music industry. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed the exam, the students will be able to:   1. identify relevant theories dealing with media studies 2. analyse the relationship between the media and the social context 3. use sociological concepts in critical explaining the content of popular culture 4. elaborate own example of relationship between media and society in oral and written form | | | | | | | | | | | |
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| **COURSE TITLE** | **Professional Practice** | | | | | | | | | | | | |
| **Code** | | UAD402 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Teachers as agreed | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
|  | 5 | | 80 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The aim of professional practice is to introduce students to the requirements, manner of work and work processes in professional environment in the field of visual communications design or fields closely associated to the process creating graphic product. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 5thsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Professional Practice final exam, the students will be able to:  1. Define the process of design or graphic production  2. Distinguish and describe the role of design in production or technological production process  3. Explain the need for each phase in designer or printing production process  4. Define production process of designing for a particular graphic product. | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | In accordance with the standards and regulations of the University of Split  Tutorials, professional practice attendance record, log book.  Student surveys, internal and external evaluation of study programmes and teachers. | | | | | | | | | | | |
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| **COURSE TITLE** | **Interactive Media Design 3** | | | | | | | | | | | | |
| **Code** | | UAD401 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Assist.Prof. Ph.D Ivica Mitrović | | | ECTS value | | | | 3 | | | | |
| Associates | | Luka Vidoš, Assist.  Oleg Šuran, Assist. | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introducing students to basic CMS design To acquire basics of designing CMS websites / on-line applications at conceptual, formative and technological level. To gain knowledge and skills for successful design of CMS web sites / on-line applications. To gain knowledge and skills for successful design of responsive CMS web sites / online applications. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed Interactive Media Design 2 final exam | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Name, identify and explain the basic concepts related to CMS systems  2. Identify, name and explain principles of designing CMS web sites / on-line applications at conceptual, design and technological level.  3. Use CMS systems to design responsive website.  4. To apply knowledge and skills gained in designing responsive interactive media for designing basic CMS web sites / on-line applications. | | | | | | | | | | | |
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| **COURSE TITLE** | **Marketing** | | | | | | | | | | | | |
| **Code** | | EUA112 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Biljana Crnjak-Karanović, Full Professor, permanent title | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The students will critically assess the role of marketing in society and organizations, analyse market situation in which an organization may find itself and propose methods for solving practical problems related to business. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 5thsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Marketing final exam, the students will be able to:  1. Analyse variables and forces in the market and assess their impact to the marketing programme of the company.  2. Distinguish basic strategies of market coverage, identify variables of distribution of the total market and propose the positioning strategy.  3. Analyse market characteristics of the product and identify the reasons for changes in product policy.  4. Distinguish levels and types of marketing channels, determine their limitations and suggest criteria for the evaluation of the main alternative channels.  5. Identify factors affecting the decision regarding the product price, determine the possible price range, and propose a method of determining the product price.  6. Compare the benefits of certain forms of promotion and explain the factors to be taken into account when choosing promotional mix. | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | In accordance with the standards and regulations of the University of Split  Tutorials, corrections, activity during lectures, attendance record.  Communication with students during lectures as part of interpretive and analytical discussions, through electronic communication and feedback after giving tasks and receiving solutions.  Student surveys, internal and external evaluation of study programmes and teachers. | | | | | | | | | | | |
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| **COURSE TITLE** | **Typography 4** | | | | | | | | | | | | |
| **Code** | | UAD406 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Assist. Prof. Ph.D. Nikola Đurek | | | ECTS value | | | | 3 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | The objective is to have every student digitize an existing font, and questioning its features, reinterprets that font in a personal way to get a completely functional font. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Typography 3 exam passed. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Identifying and positioning the existing characters 2. Perfection of technical skills for font digitization. 3. Individual interpretation of existing characters, template, sketch.   Use of reinterpreted font on a new, specific product.  Acquisition of basics for creating the catalogue of characters. | | | | | | | | | | | |
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5thSEMESTER ELECTIVE

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| **COURSE TITLE** | Graphic III. | | | | | | | | | | | | |
| **Code** | | UAL206 | | Year of Study | | | 3/V. | | | | | | |
| **Name of Lecturer** | | Associate Professor Edvin Dragičević  Assistant Professor Slobodan Tomić | | ECTS value | | | 4 | | | | | | |
| Associates | | Maja Khoualdi (Zemunik Mužinić), Assistant | | Teaching (number of hours per semester) | | | L | | S | | E | | T |
| 30 | |  | | 15 | |  |
| Type of Course | | Compulsory | | Percentage of e-learning | | | 0 | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to deep print techniques, their origin and development in the context of art history, applied art and work of selected authors.  Acquisition of skills, development of abilities and creativity in using various drawing tools, graphic tools and materials..  Learn to use graphic colours in creating and composing of a graphic work.  Mastering technical and technological processes in deep print graphic techniques (engraving, etching) and the combination of deep and high print.  Develop creative thinking and expression  Training for an independent preparation of a work of art in deep print graphic techniques  Development of skills for passing aesthetic judgements, development of critical thinking and abilities to evaluate own and someone else's work. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed Graphic I UAL 106, Graphic II UAL 106 or  Graphic Techniques UAD 008 exam. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Graphics 3 exam, be able to:  1. Create a template for creating graphics in deep print techniques.  2. create a matrix in various materials linoleum, wood, PVC, zinc, aluminium, alternative materials  3. Tell the difference between engravings and etchings  4. Use graphic press for deep print  5. Participate in the work of the graphic workshop in deep print techniques  (engraving, etching, deep and high print combined  6. Value technical, visual and aesthetic qualities of graphic sheet.  7. Develop skills for independent creative expression within deep print graphic techniques  8. Develop the ability of passing technical and aesthetic judgement of own and someone else's work. | | | | | | | | | | | |
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| **COURSE TITLE** | **Hand Printing** | | | | | | | | | | | | |
| **Code** | | UAL 203 | | Year of Study | | | 3/V. | | | | | | |
| **Name of Lecturer** | | Associate Professor Edvin Dragičević | | ECTS value | | | 2 | | | | | | |
| Associates | | Maja Khoualdi (Zemunik Mužinić), Assistant | | Teaching (number of hours per semester) | | | L | | S | | E | | T |
| 15 | |  | | 15 | |  |
| Type of Course | | Elective | | Percentage of e-learning | | | 0 | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Through practical work, the students will learn about hand printing techniques and recent artistic practice of hand-printing of graphic sheets.  The students will be encouraged to experiment with materials and techniques.  Hand printing on various industrial materials will be practice during classes.  plastic, fabric, wood, metal, rubber, paper or other material adequate to be the base.  Getting the matrix using alternative procedures  using non toxic materials  Acquisition of skills, development of abilities and creativity in using various alternative, industrial or discarded material..  Development of skills for passing aesthetic judgements, development of critical thinking and abilities to evaluate own and someone else's work. | | | | | | | | | | | |
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| **COURSE TITLE** | **Painting III.** | | | | | | | | | | | | |
| **Code** | | UAL204 | | | Year of Study | | | | 5/V. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović, Glorija Oreb, | | | ECTS value | | | | 4 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Expression in painting media.  Acquisition of skills in using acrylic, painting tools and materials. Mastering technical and technological processes in painting techniques:  Master the process of building a painting in the procedure of painting a human figure | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Painting 3 exam passed. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Painting 3 exam, be able to:  1. Independently create a painting; figure and space  2. Apply painting techniques  3. Prepare a surface for painting  4. Use painting media and materials.  5. Master the range of tonal scale up to the full colour intensity  6. Interpret visual elements of building a painting  7. Value visual qualities of painting work.  8. Present own work. | | | | | | | | | | | |
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| **COURSE TITLE** | **NUDE DRAWING III.** | | | | | | | | | | | | |
| **Code** | | UAL207 | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 2 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 |  | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Expression in drawing media.  Acquisition of skills in using drawing tools and materials.  Mastering technical and technological processes of drawing techniques:  Master the process of drawing through the procedure of nude drawing. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | NUDE DRAWING II passed. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Nudedrawing 3 exam, be able to:  1. Independently create nude drawing according to the model  2. Apply drawing techniques  3. Prepare a surface for drawing  4. Use drawing media and materials.  5. Master linear drawing and range of tonal scale  6. Interpret visual elements of a drawing.  7. Value visual qualities of a drawing.  8. Present own work. | | | | | | | | | | | |
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| Quality assurance methods that ensure the acquisition of established learning outcomes | | Tutorial, corrections, activity during lectures, attendance record, student surveys, internal and external evaluation of study programs and teachers. Interactive communication with the students during lectures and exercises. | | | | | | | | | | | |
| Other (according to the proposer's opinion) | | Active participation in creative and innovative artistic process. | | | | | | | | | | | |

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| **COURSE TITLE** | **Contemporary Art 3** | | | | | | | | | | | | |
| Code | | UAS20B | | | Year of Study | | | | 3/V. | | | | |
| Name of Lecturer | | Assist. Prof. Ph.D. Blaženka Perica | | | ECTS value | | | | 3 ECTS | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | - | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | - Explain the relationship between the concept of the work and the concept of Art theory/Artist theory and/ theories in arts on the appropriation concept template: post-modern is something no longer modern, but, historically speaking - modern is always in conflict with something preceding it, and therefore everything modern is also something-post-something. In a nutshell, the question is what we consider continuity, and what we consider break with Modernism, if Post-modernism, in one of its most direct forms, appears as the "art of appropriation / appropriation of something which already exists"? At Contemporary Art III course, the emphasis is on parallel introduction and interpretation of the concepts of semiotics and structuralism.  - explain the relationship between work and creator / artist (in the concept of Modern and "Genius") and work and author / producer of meaning or reality (in terms of Post-modernism and plurality of discourse) is closely related to the concept of appropriation provided by the institutionalization of art: after having been declared dead,the modernist concept of original and the concept of author-genius, became protagonists of post-modernist artistic production in an entirely new way, relying on its institutional status, but continues to relate to it in a critically-avant-garde manner  - link reception in art today with trends (in production and reception) that have preceded it and which are essentially defined by deleting some "restrictions" such as those between eg. a) artistic media of painting and sculpture; b) the concept of original and copy (multiple, simulacrum); c) mimetic and non-mimetic art, ... based on the conscious application of recognizable templates of art of the past or from popular culture | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed Contemporary Art 2 final exam | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1) to identify, specify and interpret the fundamental concepts related to the historical and artistic development which marked the phenomenon of appropriation art to contemporary times (in Contemporary art 3 the focus is on the phenomenon of the appropriation art from its beginnings to recent, dominantly through video media and installations, determined appropriation approach)  2) to identify and explain the basic terminology and key names of stakeholders and artistic groups within thematic unit  3) a developed visual perception in recognizing different expressive forms of art where appropriation art is reflected and identify various theoretical approaches instigated by the term of appropriation  4) to develop a critical approach and acquisition of a richer vocabulary in articulating the respective examples and contents  5) to define contents and explain the theoretical discourse of structuralism and semiotics | | | | | | | | | | | |
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| Student requirements | | Teaching methodology is guided by the principle of student participation. Before the lecture, the students are expected to read at least part of mandatory reading, in order to gain certain idea of the topic for a fairer participation in class. For this purpose, reading is divided into mandatory and optional. Mandatory reading consists of minor texts (articles, essays, book excerpts, etc.), which represent a particular theme very well. Wherever possible, mandatory reading is translated into Croatian (or Serbian) , because of the flow of teaching and a kind of synchronization among students and teachers. Optional reading is mostly a short list of books that may direct the students to further explore certain topics. The choice of reading is also partly determined by the historical and theoretical courses of undergraduate study where students have already acquired a certain knowledge of art. | | | | | | | | | | | |
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| **COURSE TITLE** | **Contemporary Graphic 1** | | | | | | | | | | | | |
| Code | | UAS006 | | | Year of Study | | | | 3/V. | | | | |
| Name of Lecturer | | Associate Professor Kristina Restović | | | ECTS value | | | | 3 ECTS | | | | |
| Associates | | Edi Matulić, Senior Lecturer | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 | 0 | | 30 | 0 |
| Type of Course | | elective | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Acquire the basics of graphic technology and creative possibilities of graphic medium. Introduction to the graphic process, its stages and rules. Training for the realization of the author's interpretation of the theme through graphic works | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 5thsemester of undergraduate study of VCD | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:  1. recognize graphic work  2. explain the process of creation of graphic work  3. develop a visual idea and interpret it through graphic media  4. present and elaborate on own work of art | | | | | | | | | | | |
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| **COURSE TITLE** | **Painting and motion picture 1** | | | | | | | | | | | | |
| **Code** | | UAA10N | | | Year of Study | | | | 3/V. | | | | |
| **Name of Lecturer** | | Assistant Professor Veljko Popović | | | ECTS value | | | | 3 | | | | |
| Associates | | Natko Stipaničev, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 | 0 | | 15 | 0 |
| Type of Course | | elective | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Development of pre-production for creating a 2D or hybrid animated film | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 5thsemester of undergraduate study of VCD  Computer knowledge, basic knowledge of English. | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Develop a pre-production for creating a 2D or hybrid animated film 2. Be familiar with the production process of developing artistic animated film. 3. Artistically reflect in the context of a   2D or hybrid animated film 4. Apply various film and visual media | | | | | | | | | | | |
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6thSEMESTER

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| **COURSE TITLE** | **Graphic Design 5** | | | | | | | | | | | | |
| Code | | UAD501 | | | Year of Study | | | | 3/VI. | | | | |
| Name of Lecturer | | Assistant Professor Ljubica Marčetić Marinović | | | ECTS value | | | | 6 | | | | |
| Associates | | Nikša Vukša, Assistant | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 45 |  | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| COURSE DESCRIPTION | | | | | | | | | | | | | |
| Objectives | | To master the process of designing the entire visual identity. Develop the ability for creative and responsible approach in designing the visual identity. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Graphic Design 4 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Design 5 exam, the students will be able to:  1. Perform an analysis of the visual identity of economic or cultural entity.  2. Establish and evaluate identification features.  3. Define design and communication task.  4. Create and design sign and logo.  5. Design and form primary and secondary means of communication.  6. Apply visual solution to other means of communication.  6. Develop a simple book of standards.  7. Design a presentation poster.  8. Present own work to general and professional audiences. | | | | | | | | | | | |
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| **COURSE TITLE** | **Graphic Techniology 2** | | | | | | | | | | | | |
| **Code** | | UAD404 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Assistant Professor Igor Čaljkušić | | | ECTS value | | | | 6 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 30 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | To introduce the students to the technological process of printing and graphic finishing. through lectures and exercises. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Graphic Technology 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed Graphic Technology 2 final exam, the students will be able to:  1. Name, identify and explain the basic concepts related to printing.  2. Name, identify and explain the basic concepts related to graphic finishing.  3. Analyse imprint and define the necessary corrections in printing and prepress  4. Define a graphic product from the aspect of printing and graphic finishing.  5. Make a prototype of a graphic product using the methods of graphic finishing. | | | | | | | | | | | |
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| **COURSE TITLE** | **Multimedia 2: interactive narration** | | | | | | | | | | | | |
| **Code** | | UAD304 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Darko Kokić, lecturer | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 5 | | 10 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to interactive narration as the basis for the design of interactive multimedia content. The acquisition of knowledge for developing the narrative structure and navigation tree. Mastering software tools and associated scripting languages for making complex navigation and information architecture and their combination with the audio-visual elements. The acquisition of knowledge for documenting, presenting and testing work in the making.. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | To have passed the 2nd year of study exams. Graphic Design 3, Typography 3, Photography 4, Interactive Media Design 3  The student has to carry out obligations required by Multimedia 1 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Devise content for interactive mobile media in the field of visual communications design.  2. Devise information structure.  3. Apply previously acquired skills of design, animation, photography and audio visual processing for creating multimedia content and navigation elements.  4. Connect all the above into a functional unit using basic techniques of computer programming. | | | | | | | | | | | |
| Course content broken down according to hours of teaching. | |  | | | | | | | | | | | |
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| **COURSE TITLE** | **Visual communications and Space** | | | | | | | | | | | | |
| **Code** | | UAD00C | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Dr. Jelena Zanchi, PhD, Senior Lecturer | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to methods of analysis of space (social and physical context), and the manner in which the way of perceiving and living the urban space through maps and signage systems taken as the '' instruction manual '' is suggested. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | Enrolment to the 6thsemester of undergraduate study of VCD  Knowledge of methods of cartographic representation, visualization of space, photomontage and the basis of technical drawing | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Interpret the specificities of the urban context - advantages, weaknesses, potentials 2. Interpret the hierarchy of urban systems and properly define the information that should be given by the signage system 3. Adequately put up the signalization considering the specific context and user 4. Design the signage system 5. Properly display the designed signage system | | | | | | | | | | | |
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| **COURSE TITLE** | **Sustainable Design** | | | | | | | | | | | | |
| **Code** | | UAD403 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Dr. Jelena Zanchi, PhD, Senior Lecturer | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the history of relationship between man and the environment and the motives of creating the concept of sustainability.. Acquisition of knowledge of the basics of natural principles and consequences of human impact on the environment. Introduction to the concepts: ecology, biodiversity, ecological rate, global warming and the greenhouse effect, sustainability, 3r. Raising awareness on the consequences of human impact on the environment. Introduction to the problems related to the sustainability of urban context and to the principles of sustainable design. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed the exam, be able to:   1. Explain the problems related to the concept of sustainability. 2. Interpret the project and / or task that has to include all the aspects of sustainability 3. Propose and elaborate on the versions of the project and / or work task while respecting the concept of sustainability 4. Develop a project following the principles of sustainable design. | | | | | | | | | | | |
| Course content broken down according to hours of teaching. | |  | | | | | | | | | | | |
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| **COURSE TITLE** | **Interactive Media Design 4** | | | | | | | | | | | | |
| **Code** | | UAD502 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Assist.Prof. Ph.D Ivica Mitrović | | | ECTS value | | | | 3 | | | | |
| Associates | | Luka Vidoš, Assist.  Oleg Šuran, Assist. | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 0 | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Synthesis of previous knowledge and skills with the aim of designing complex web sites / on-line applications. Introduction to the designer process of complex production in the field of interactive media. Introduction to the methodology of evaluating web sites / on-line applications. Learn to set up a design brief and document the process. Use the concept and basic principles of UX design (user experience design). | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. Plan designer process (through design brief).  2. Analyse websites / on-line applications, that is, their conceptual, formative and technological aspects.  3. Synthesize knowledge and skills gained in designing interactive media 1 - 3 in designing complex web sites / on-line applications.  4. Synthesize knowledge and skills gained in other courses on designing complex web sites / on-line applications.  5. Evaluate the basic elements of web sites / on-line applications usability.  6. Use the concept and basic principles of UX design (user experience design).  7. Organize and present documentation. | | | | | | | | | | | |
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| **COURSE TITLE** | **INDUSTRIAL DESIGN ELEMENTS** | | | | | | | | | | | | |
| Code | | UAD00D | | | Year of Study | | | | 3/VI. | | | | |
| Name of Lecturer | | Assistant Professor Ljubica Marčetić Marinović | | | ECTS value | | | | 3 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | | 15 |  |
| Type of Course | | Elective | | | Percentage of e-learning | | | |  | | | | |
| COURSE DESCRIPTION | | | | | | | | | | | | | |
| Objectives | | Acquisition of basic knowledge and skills in designing a simple, three-dimensional object. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having passed the exam, the students will be able to:  1. Define project task for improving communication:   man - object - action  2. Carry out and evaluate a simple analysis of the use of object.  3. Design a new, simple object.  4. Prepare necessary models and documentation.  5. Present and elaborate on project task solution | | | | | | | | | | | |
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| **COURSE TITLE** | **Graphic IV.** | | | | | | | | | | | | |
| **Code** | | UAL306 | | Year of Study | | | 3/VI. | | | | | | |
| **Name of Lecturer** | | Associate Professor, PhD Edvin Dragičević  Assistant Professor Slobodan Tomić | | ECTS value | | | 4 | | | | | | |
| Associates | | Maja Khoualdi (Zemunik Mužinić), Assistant | | Teaching (number of hours per semester) | | | L | | S | | E | | T |
| 30 | |  | | 15 | |  |
| Type of Course | | Compulsory | | Percentage of e-learning | | | 0 | | | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to drypoint technique, its origin and development in the context of art history, until present day. Review of works of exemplary authors.  Acquisition of skills in using various drawing tools, graphic tools and materials.. Learn to use various graphic colours in drypoint printing procedure. Mastering technical and technological processes in graphic deep print techniques: drypoint, combined etching and drypoint technique Development of technical skills, abilities and creativity in using various , graphic tools (drypoint, rulete, njihalice, etc.)  Master technical and technological processes and their application in the independent creation of a work of art.  Perceive and comprehend technical, artistic and aesthetic qualities of a graphic sheet as an independent work of art.  Comprehend aesthetic and artistic qualities of individual graphic techniques.  Develop creative thinking and ability of passing aesthetic judgement. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Graphic III course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Graphics 4 exam, be able to:  1. Create a template for creating graphics in deep print techniques.  2. create a matrix in various materials copper, zinc, aluminium, PVC  3. Use graphic press for deep print  4. Participate in the work of the graphic workshop in deep print techniques  drypoint, combined etching and drypoint technique  5. Value visual qualities of a graphic.  independently prepare a graphic work in techniques and combination of deep print graphic techniques  7. Develop the ability of passing technical and aesthetic judgement of own and someone else's work. | | | | | | | | | | | |
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| **COURSE TITLE** | **Painting IV.** | | | | | | | | | | | | |
| **Code** | | UAL304 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović,  Assistant Professor Glorija Oreb, | | | ECTS value | | | | 4 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 |  | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Expression in painting media.  Acquisition of skills in using acrylic, painting tools and materials. Mastering technical and technological processes in painting techniques:  Master the process of building a painting in the procedure of drawing a portrait. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Painting III course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Painting 3 exam, be able to:  1. Independently create a painting; portrait  2. Apply painting techniques  3. Prepare a surface for painting  4. Use painting media and materials.  5. Master the range of tonal scale up to the full colour intensity  6. Interpret visual elements of building a painting  7. Value visual qualities of a painting.  8. Present own work. | | | | | | | | | | | |
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| **COURSE TITLE** | **NUDE DRAWING IV.** | | | | | | | | | | | | |
| **Code** | | UAL307 | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | Full Professor Mateo Perasović  Associate Professor Željko Marović, Glorija Oreb, | | | ECTS value | | | | 2 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 15 |  | | 15 |  |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | 0 | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Expression in drawing media.  Acquisition of skills in using drawing tools and materials.  Mastering technical and technological processes of drawing techniques:  Master the process of drawing through the procedure of nude drawing. | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Nude Drawing III course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | The student will, after having passed Graphics 1 exam, be able to:  1. Independently create nude drawing according to the model  2. Apply drawing techniques  3. Prepare a surface for drawing  4. Use drawing media and materials.  5. Master linear drawing and range of tonal scale  6. Interpret visual elements of a drawing.  7. Value visual qualities of a drawing.  8. Present own work. | | | | | | | | | | | |
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| Type of course | | x lectures  x seminars and workshops  x exercises  ☐entirely on-line  ☐ mixed e-learning  ☐ field classes | | | | x individual tasks  x exercises  ☐ laboratory  x mentorship.  ☐ (other write in) | | | | | | | |
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| Student requirements | |  | | | | | | | | | | | |
| Monitor the students' work (write in the value of ECTS credits for each activity so that the total number of credits corresponds to the credit value of the course): | | ☐ Attendance record | 1 ECTS | Exploring | | |  | Practical work | | | | 1 ECTS | |
| Experimental work |  | Paper | | |  | ☐ (other write in) | | | |  | |
| Essay |  | Term paper | | |  | ☐ (other write in) | | | |  | |
| Partial exam |  | Oral exam | | |  | ☐ (other write in) | | | |  | |
| Written exam |  | Project | | |  | ☐ (other write in) | | | |  | |
| Assessment and evaluation of students' work during the semester and at the final exam. | | Attendance, Preparation for the course, Activity in class, Presentation of works (30%)  Final exam - review of works 70% | | | | | | | | | | | |
| Required literature (available in the library and via other media) | | **Title** | | | | | | | **Number of copies in the library** | | **Availability via other media** | | |
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| **COURSE TITLE** | **Visual Arts Theory** | | | | | | | | | | | | |
| **Code** | | UAP50D | | | Year of Study | | | | 3/VI. | | | | |
| **Name of Lecturer** | | MSc Barbara Gaj, Senior lecturer | | | ECTS value | | | | 4 | | | | |
| Associates | |  | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 45 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | |  | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | Introduction to the basic theories on art and aesthetic categories (beauty, form, imitation, aesthetic experience, creation, perfection) through synchronous and diachronic approach. Reviewing and analysing different theoretical approaches in interpreting these concepts since antiquity. Introduction to key research articles, essays and treatises in the field of art theory. Overview of the role of an interdisciplinary approach in reviewing the status of art. Training students for interpreting and writing art reviews. | | | | | | | | | | | |
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| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | After having attended the course and passed Visual Arts Theory exam, the students will be able to:  1) describe and understand the theoretical text in the field of the science of art and aesthetics  2) identify methods of developing the understanding of basic thesis  3) apply principles of understanding in itext interpretation  4) compare various views and theories of art and aesthetic concepts and distinguish relevant from the irrelevant  5) differentiate and apply different approaches to solving problems in reading theoretical  text  6) apply acquired concepts and theses to own text (essay) | | | | | | | | | | | |
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| **COURSE TITLE** | **Contemporary Art 4** | | | | | | | | | | | | |
| Code | | UAS30B | | | Year of Study | | | | 5/VI. | | | | |
| Name of Lecturer | | Assist. Prof. Ph.D. Blaženka Perica | | | ECTS value | | | | 3 ECTS | | | | |
| Associates | | - | | | Teaching (number of hours per semester) | | | | L | S | | E | T |
| 30 | 15 | | 0 | 0 |
| Type of Course | | Compulsory | | | Percentage of e-learning | | | | - | | | | |
| **COURSE DESCRIPTION** | | | | | | | | | | | | | |
| Objectives | | based on examples of appropriation art and “death of the author" and "disappearance of the original" theoretical discourses, identify a number of issues about the justification of these postulates, born in the shelter of structuralism and the predominance of linguistic paradigm as a basis for explaining the world and the reality from the today's point of view  link and explain the transition from structuralism to post-structuralism which is the guiding principle in Contemporary Art IV lectures, i.e., single out theoretical positions which have determined the transition to post-structural interpretation of art (Barthes, Foucault, Lacan, Derrida ...), which also represent the basis for a post-modernist turning point  remember the key changes in the perception of reality (Space / Time) in light of new technologies and re-production, whose presence in the art was paradigmatically manifested around the 1960s (the emergence of video art, the emergence of institutional critique, ...) and has continued to the present day - up to the establishment of the concepts of simulacrum (Baudrillard) and relational aesthetics (Nicolaus Baurriaud), and arts of participation (Boris Greuys) and "delegated performance"  explain the paradigm of pictorial turn  name and explain various theoretical positions whose base is precisely the pictorial turn, and which are reduced to a common denominator of "visual studies" (the American group Mitchell, Elkins, Harrison versus the German group Belting, Boehm, ... or the English group Bryson, Moxey ...) and name theorists who are today in opposite positions (R. Krauss, B. Buchloch, H. Foster, Y. Alain-Bois) ,and describe reasons for these disagreements.  in light of relationship of high and popular culture, interpret the opposed aesthetic views regarding "justification" of their delimitation or fusion (Adorno versus theorists of visual studies), based on the "cultural logic of late capitalism", and connect them to recent art  also, single out the positions of some cultural studies theorists (Moxey, Mike Ball, Baxandall), and sum up the reasons for their socially-oriented study of art  single out a separate unit within the Contemporary Art IV course consisting of a series of lectures focusing on media art (the beginnings of film and video art, to contemporary works in different contextual connections with contemporary theoretical positions) | | | | | | | | | | | |
| Enrolment requirements and entry competences required for the course | | The student has to carry out obligations required by Contemporary Art 3 course programme (signed by the lecturer) | | | | | | | | | | | |
| Expected learning outcomes at the course level (from 4 to 10 learning outcomes) | | 1. to identify, specify and interpret the fundamental concepts related to the historical and artistic development arising out of the occurrence of post-structuralism and including the transition to a recent theoretical paradigm of pictorial turn that connects it (in Contemporary Art IV the emphasis is on parallels between theoretical positions and contemporary artistic production   2) a developed visual perception in recognizing different expressive forms of art primarily in the field of installation, video production, multi-media and performance) where the relationship between high and popular culture is manifested and identify a variety of theoretical approaches encouraged by this relationship  3) developing a critical approach and acquisition of a richer vocabulary in articulating the selected examples and contents  4) define contents and explain the theoretical discourse of visual studies and theoretical positions in contrast.  5) single out and name starting points of cultural studies supporting the social positioning of the role of art in the new reading of older works of art history | | | | | | | | | | | |
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