

**UNIVERSITY NORTH, UNIVERSITY CENTRE KOPRIVNICA,**

**DEPARTMENT OF ARTISTIC STUDIES**

**Graduate study program in Media design (Master degree)**

List of courses that can be delivered in English, including learning outcomes and course coordinators qualified to teach them in English

**Media Systems Design (course coordinator: Igor Kuduz, Niko Mihaljević)**

- Upon completing and passing this course, students will be able to elaborate on all aspects and technical parameters of a project and present them in various forms.
- Upon completing and passing this course, students will be able to distinguish and apply different methods and interpretations of visual–spatial phenomena and situations.
- Upon completing and passing this course, students will be able to analyze, compare, and apply the technical–technological as well as syntactic–semantic aspects of a project.
- Upon completing and passing this course, students will be able to plan, select, apply, and evaluate project solutions based on a wide range of media, techniques, and methodologies.

**Applied Drawing (course coordinator: Simon Bogojević Narath, Antun Franović)**

- Upon completing and passing this course, students will be able to recognize ideas as visual representations.
- Upon completing and passing this course, students will be able to define form as a motif, as a representational system, and as a technique of visualization.
- Upon completing and passing this course, students will be able to select an appropriate representational system for a specific task.
- Upon completing and passing this course, students will be able to analyze the chosen representational system in the context of its possible transformation into other technical systems.

- Upon completing and passing this course, students will be able to analyze the selected representational system in relation to the realization of an idea.

### **Contemporary Art and Design (course coordinator: Rosana Ratkovčić)**

- Upon completing and passing this course, students will be able to recognize dominant trends in art, design, and popular culture of the 20th and 21st centuries.
- Upon completing and passing this course, students will be able to explain the interrelations and mutual influences among dominant trends in art, design, and popular culture of the 20th and 21st centuries.
- Upon completing and passing this course, students will be able to analyze the origins and foundations of dominant trends in art, design, and popular culture of the 20th and 21st centuries.
- Upon completing and passing this course, students will be able to examine the influence of past dominant trends in contemporary design solutions.
- Upon completing and passing this course, students will be able to apply acquired knowledge in developing their own project proposals for design solutions.
- Upon completing and passing this course, students will be able to evaluate and assess design solutions in relation to their historical origins in past trends and their innovative contributions.

### **3D Animation for Television and Film I (course coordinator: Simon Bogojević Narath)**

- Upon completing and passing this course, students will be able to distinguish between different post-production methods and the conceptual reasons for applying specific techniques within television and film production.
- Upon completing and passing this course, students will be able to explain the post-production workflow within a professional environment.
- Upon completing and passing this course, students will be able to differentiate

animation approaches in digital and analog contexts.

- Upon completing and passing this course, students will be able to analyze and compare the aesthetics and production levels of existing audiovisual content in the media.
- Upon completing and passing this course, students will be able to plan and manage an original production project.
- Upon completing and passing this course, students will be able to evaluate an audiovisual work from the perspective of an author or professional.

### **Design and Text (course coordinator: Niko Mihaljević, Igor Kuduz)**

- Upon completing and passing this course, students will be able to identify key ideas and movements in modern and contemporary typography and graphic design.
- Upon completing and passing this course, students will be able to critically evaluate theoretical texts and conceptually reflect on graphic design practice.
- Upon completing and passing this course, students will be able to critically assess the influence of analog and digital technologies on the development of the design profession.
- Upon completing and passing this course, students will be able to create a self-initiated authorial project.
- Upon completing and passing this course, students will be able to evaluate and justify their design decisions.
- Upon completing and passing this course, students will be able to manage artistic and research activities and develop new ideas and processes.

### **Sound Art (course coordinator: Niko Mihaljević, Andro Giunio)**

- Upon completing and passing this course, students will be able to critically evaluate the applied methods of sound design and explain the reasons for using specific techniques within a project that includes an audio component.

- Upon completing and passing this course, students will be able to identify the importance of individual elements and the overall sound image in the process of audio production and post-production.
- Upon completing and passing this course, students will be able to implement new creative methods of sound design developed through their own research into the processes of sound creation.
- Upon completing and passing this course, students will be able to analyze and assess the value of their own work as well as the effectiveness of collaboration with other participants in a completed project.
- Upon completing and passing this course, students will be able to independently manage and execute the entire process of audio production.
- Upon completing and passing this course, students will be able to develop their own artistic approach within the medium of sound.

### **Post-Digital Publishing (course coordinator: Niko Mihaljević, Igor Kuduz)**

- Upon completing and passing this course, students will be able to analyze the specific characteristics of print and digital media and the contexts in which they operate.
- Upon completing and passing this course, students will be able to develop personal viewpoints and ideas and create a creative concept for a self-initiated project.
- Upon completing and passing this course, students will be able to apply acquired knowledge and skills in organizing and structuring content, typography, and the relationship between text and image to achieve synergy between form and content.
- Upon completing and passing this course, students will be able to manage artistic and research activities and develop new ideas and processes.
- Upon completing and passing this course, students will be able to create a self-initiated authorial project.
- Upon completing and passing this course, students will be able to evaluate and justify their design decisions.

### **Speculative Publishing (course coordinator: Andro Giunio)**

- Upon completing and passing this course, students will be able to analyze the structures, hierarchies, and design approaches of various forms of analog and digital publishing.
- Upon completing and passing this course, students will be able to synthesize knowledge from the fields of typography, periodical design, and information design.
- Upon completing and passing this course, students will be able to interpret complex content from different media through the language of graphic design.
- Upon completing and passing this course, students will be able to develop various methods of translating content from other media into hybrid publication formats.
- Upon completing and passing this course, students will be able to create a multi-page publication of speculative content based on a clearly articulated concept.
- Upon completing and passing this course, students will be able to critically evaluate their own project as a communication channel within the context of contemporary social phenomena.

### **3D Animation for Television and Film II (course coordinator: Simon Bogojević Narath)**

- Upon completing and passing this course, students will be able to distinguish between different post-production methods and the conceptual reasons for applying specific techniques within television and film production.
- Upon completing and passing this course, students will be able to explain the post-production workflow within a professional environment.
- Upon completing and passing this course, students will be able to analyze and compare the aesthetics and production level of existing audiovisual content in the media.
- Upon completing and passing this course, students will be able to evaluate an audiovisual work from the perspective of an author or professional.
- Upon completing and passing this course, students will be able to independently

manage and execute an authorial production project.

### **Information Design (course coordinator: Andro Giunio)**

- Upon completing and passing this course, students will be able to analyze contemporary social phenomena and identify related issues.
- Upon completing and passing this course, students will be able to articulate their personal viewpoint and position within the context of the chosen topic.
- Upon completing and passing this course, students will be able to synthesize previously acquired knowledge and skills from the fields of elementary graphic design (information hierarchy, layout, relationship between text and image, use of color), typography, and information design.
- Upon completing and passing this course, students will be able to independently organize and visually present quantitative, qualitative, and structural information.

### **Web Design and Production (course coordinator: Luka Borčić, Marko Čačić)**

- Upon completing and passing this course, students will be able to define the process of developing an advanced website.
- Upon completing and passing this course, students will be able to explain the technologies used in the process of advanced website development.
- Upon completing and passing this course, students will be able to explain concepts related to user experience design within a web environment.
- Upon completing and passing this course, students will be able to apply graphic and programming tools necessary for the creation of advanced websites.
- Upon completing and passing this course, students will be able to independently plan, manage, and execute advanced web design tasks.
- Upon completing and passing this course, students will be able to select and evaluate the most effective web design solutions.

### **Photography (course coordinator: Mario Periša, Igor Kuduz)**

- Upon completing and passing this course, students will be able to explain the fundamental characteristics of photography, from historical to contemporary practices.
- Upon completing and passing this course, students will be able to distinguish and apply photographic methods and interpretations depending on the communication channel.
- Upon completing and passing this course, students will be able to analyze, compare, and apply the technical–technological and syntactic–semantic aspects of the photographic image.
- Upon completing and passing this course, students will be able to plan, select, apply, and evaluate photographic production based on the structure of the photograph and its intermedial role.

### **Media Scenography (course coordinator: Iva-Matija Bitanga)**

- Upon completing and passing this course, students will be able to analyze and understand scenographic work across different fields, for example, by comparing theatre and film production.
- Upon completing and passing this course, students will be able to independently develop ideas and prepare scenographic concepts for feature, documentary, or animated films, as well as for television, exhibitions, or virtual media, while exploring hybrid and innovative working methods.
- Upon completing and passing this course, students will be able to independently read and adapt a screenplay, identify key moments, select options for their own visual expression, and formulate instructions for the realization of a scenographic project.
- Upon completing and passing this course, students will be able to execute a scenographic project from concept to realization, including both set and costume design, through detailed scenographic preparation and the creation of new scenographic forms.
- Upon completing and passing this course, students will be able to harmonize the perception of space, movement, light, sound, performers, text, time, and audience, and critically assess and evaluate the outcomes of the planned design.