UNIVERSITY NORTH, UNIVERSITY CENTRE KOPRIVNICA,

DEPARTMENT OF ARTISTIC STUDIES

<u>Undergraduate study program in Media design (Bachelor program)</u>

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

Media Basics (**course coordinator: Željko Krušelj**)

• Upon successful completion of the course, the student will understand concepts from various areas of media activity

• Upon successful completion of the course, the student will understand and distinguish different forms of audiovisual languages

• Upon successful completion of the course, the student will analytically use and evaluate theoretical reflections on media practice

• Upon successful completion of the course, the student will understand the structure of the social, political, and economic environment in which media operate

• Upon successful completion of the course, the student will recognize and assess the influence of ownership structures on media policies

• Upon successful completion of the course, the student will categorize and identify media industries within the value-added chain

Information Technology (course coordinator: Đilda Pečarić)

• Upon successful completion of the course, the student will know and be able to handle fundamental file operations within the Windows environment (e.g., creating folders and files, renaming, changing properties, etc.). They will be able to access advanced system information via the Control Panel and Device Manager, and efficiently use Calculator and WinRAR software (performing advanced calculations, displaying numbers in various systems, converting units, and compressing or extracting files).

• Upon successful completion of the course, the student will know and be able to use advanced functions of Microsoft Word (such as changing fonts and sizes, text alignment, line spacing, inserting images and tables, adding comments, automatically generating a table of contents, and integrating links or multimedia). They will also know how to use

advanced functions of Microsoft PowerPoint, including creating basic presentations, tables, and charts with minimal formatting, adding comments, and developing complex, linked, and multimedia-rich interactive presentations.

• Upon successful completion of the course, the student will know and be able to use advanced functions of Microsoft Excel (such as entering and linking data sets, sorting data by one or multiple criteria, performing basic and complex mathematical operations, searching and cross-referencing data, and presenting analytical results in a complex and visually clear manner).

• Upon successful completion of the course, the student will know and be able to define and explain advanced concepts of computing science as a discipline and field of research, cybernetics, and general systems theory, as well as the notion of a "system" and related disciplines. They will be able to distinguish and connect semantic and physical data units in the context of personal computers, new media, and mobile devices, and explain trends in the development of these technologies and their components (e.g., new types of microprocessors, motherboards, buses, and storage devices—both solid-state and optical).

• Upon successful completion of the course, the student will know and be able to define and explain advanced concepts related to Moore's Law and technological trend limitations, as well as the structure and distinctions among interconnected networks (Internet, intranet, extranet, web, multilayered applications, etc.). They will also understand client–server systems, teleconferencing and videoconferencing systems in business and education contexts (e-learning, mobile learning, etc.), and the semantic and physical interconnections of data units within the scope of modern personal computers, new media, and mobile devices.

• Upon successful completion of the course, the student will be familiar with the use of open-source office applications (including file downloading and installation) and understand the differences between open-source and commercial software solutions in the field of office productivity.

• Upon successful completion of the course, the student will be introduced to the basics of coding (including installation and operation of related components) and will demonstrate independence in applying and using software solutions in practical and professional contexts.

Communicology (**course coordinator: Nikša Sviličić**)

• Upon successful completion of the course, the student will understand fundamental models, paradigms, and theoretical approaches within communication studies, and

critically evaluate their contribution to the development of contemporary communication science.

• Upon successful completion of the course, the student will recognize the basic characteristics, principles, and dynamics of the communication process within broader social practice.

• Upon successful completion of the course, the student will identify the structure, dimensions, and functions of interpersonal and mass communication, and explain their effects in various social and organizational contexts.

• Upon successful completion of the course, the student will evaluate the role of technological, cultural, and social changes in shaping communication practices and apply the acquired knowledge accordingly.

Art History 1 (**course coordinator: Rosana Ratkovčić**)

• Upon successful completion of the course, the student will be able to apply the acquired nomenclature of essential terms for the discussion and analysis of program topics.

• Upon successful completion of the course, the student will be able to recognize individual artistic styles from prehistory to the 19th century.

• Upon successful completion of the course, the student will be able to identify and discuss specific formal and semantic characteristics of artistic styles.

• Upon successful completion of the course, the student will be able to analytically select artworks according to period, region, group, or individual authorship.

• Upon successful completion of the course, the student will be able to present, illustrate, and discuss assigned topics related to the artistic styles covered in the curriculum.

• Upon successful completion of the course, the student will be able to, with analytical explanation, discuss methodological and functional aspects and the axiological framework of artworks within their historical context.

Visual Culture (**course coordinator: Rosana Ratkovčić, Antun Franović**)

• This course will enable student to acquire fundamental knowledge in this field. They will master the basics of formal and content analysis of various visual messages.

• The student will acquire essential knowledge in the visual domain necessary for further study in media design.

• The student will gain insight into other scientific and artistic disciplines essential to visual culture, including the basics of iconography and methods of spatial representation in visual art.

• The student will develop competence for an interdisciplinary approach to the analysis and use of visual content.

• The student will be able to recognize, define, and confidently deconstruct relevant dimensions, factors, and categories of visual content.

• The student will achieve proficiency in media reading of everyday reality, necessary for independently developing competences within various branches of media design.

• The student will acquire the foundations of visual language and vocabulary, as well as the semantic and syntactic aspects necessary for independent creative work in media.

General English (**course coordinator: Saša Kresojević**)

• Upon successful completion of the course, the student will be able to recognize and describe the fundamental grammatical categories of the English language.

• Upon successful completion of the course, the student will be able to independently search for and identify appropriate verb forms, noun forms, and other parts of speech in English texts, adapt them to a given register, and correctly apply them in sentences.

• Upon successful completion of the course, the student will be able to recognize key cultural characteristics of English-speaking countries.

• Upon successful completion of the course, the student will be able to identify, extract, and interpret the meaning of familiar and unfamiliar words from authentic English texts.

• Upon successful completion of the course, the student will be able to independently produce grammatically correct expressions in English across varied foreign-language contexts.

• Upon successful completion of the course, the student will be able to compile a list of unfamiliar words from a text, including their essential features, for use in their own

foreign-language expression.

• Upon successful completion of the course, the student will be able to outline the content of a text based on global or detailed reading in English and present it in both oral and written form.

Art History II (**course coordinator: Rosana Ratkovčić**)

• The student will be able to explain the causes of transformations in the criteria of artistic creation at the threshold of the modern era.

• The student will be able to describe the expanded expressive possibilities of contemporary artistic practice.

• The student will be able to compare contemporary and "classical" artistic practices according to the criteria of their respective contexts.

• The student will be able to identify, through the analysis of the "layers" of an artwork, the characteristics of a specific artistic expression.

• The student will be able to interpret the nature of contemporary media culture and its analogous applications in artistic and design practices.

• The student will be able to apply the acquired knowledge in forming attitudes and criteria for solving creative problems.

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

• Students will be able to analyze recorded musical works from both a technical and artistic standpoint.

• Students will be able to independently decide on the application of various strategies and techniques of sound manipulation.

• Students will be able to combine the use of sound across different media.

• Students will be capable of independently selecting methods for artistic sound creation.

• Students will be able to independently plan the necessary human and technical resources for the realization of basic field and studio recordings.

• Based on identified client needs, students will be able to propose the creation of a

simple sound project and independently (or within a team) carry it out.

• Students will be able to independently organize the work of a sound crew in the field or studio within the framework of simple audio projects.

• Students will be able to express themselves creatively through the medium of sound.

Typography (**course coordinator: Niko Mihaljević, Igor Kuduz**)

• During the course, the student will analyze the development of writing systems within their historical and technological context.

• Upon successful completion of the course, the student will understand the construction of letterforms, the anatomy of type, type classification, and typographic measurement systems.

• Upon successful completion of the course, the student will argue the principles of legibility and readability and apply them in designing text layouts intended for continuous reading.

• Upon successful completion of the course, the student will apply acquired knowledge to design the layout of standard pages in a traditional book.

• Upon successful completion of the course, the student will distinguish between typefaces suitable for setting text in the Croatian language and those that, due to their formal characteristics, are not appropriate for that purpose.

Media English (**course coordinator: Saša Kresojević**)

• Upon successful completion of the course, the student will be able to recognize the characteristics of media in English-speaking countries.

• Upon successful completion of the course, the student will be able to explain the role and interconnection of media and the English language in modern society.

• Upon successful completion of the course, the student will be able to independently apply media-related terminology in English, depending on its specificity to individual media (press, television, Internet, etc.).

• Upon successful completion of the course, the student will be able to independently prepare and deliver a presentation in English.

• Upon successful completion of the course, the student will be able to develop their linguistic and communication competence through dialogues, interviews, retelling of authentic texts, and presentations.

• Upon successful completion of the course, the student will be able to continue independently improving their foreign-language competences in the field of media.

Creative Process (**course coordinator: Niko Mihaljević**)

• During the course, the student will observe, analyze, understand, articulate, and present one's own creative process.

• During the course, the student will conceptually design, select, and analyze the creative phases of project development.

• During the course, the student will explain, present, and self-evaluate the sequence of design decisions made throughout the creative process and verbally articulate individual project phases.

• Upon successful completion of the course, the student will be able to select appropriate media and tools for specific stages of conceptual development and project realization, and evaluate their effectiveness.

• Upon successful completion of the course, the student will be able to plan the necessary steps for project implementation, develop the ability to manage an individual creative project, defend design choices, and articulate an artistic standpoint.

• Upon successful completion of the course, the student will be able to apply acquired practical experience to projects in subsequent related art and design courses.

Digital Image (**course coordinator: Luka Borčić**)

• This course will familiarize students with the historical development of the digital image.

• Upon successful completion of the course, the student will be able to understand the digital image from the perspective of design and art.

• During the course, the student will demonstrate independence in activities related to working with digital images.

• Upon successful completion of the course, the student will be able to apply digital

imagery in the media context of content narration.

• Upon successful completion of the course, the student will be able to use software applications for image manipulation.

• Upon successful completion of the course, the student will be able to work independently on a project within the field of digital imaging.

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

• Upon successful completion of the course, the student will be able to define the process of creating a website.

• Upon successful completion of the course, the student will be able to explain basic concepts related to web design and the role of the designer.

• Upon successful completion of the course, the student will be able to apply graphic and programming tools required for website development.

• Upon successful completion of the course, the student will be able to analyze and compare HTML/CSS web design solutions.

• Upon successful completion of the course, the student will be able to plan and manage the development of their own functional web interface.

• Upon successful completion of the course, the student will be able to select and evaluate the most effective web design solutions.

• Upon successful completion of the course, the student will be able to present their own functional web interface.

Visual Presentation and Layout Design (**course coordinator: Niko Mihaljević, Igor Kuduz**)

• Upon successful completion of the course, the student will be able to define and design a grid system for multi-column text layout, establishing the hierarchy of headings and subheadings, pagination, and navigation in accordance with the presented systematic methodology.

• Upon successful completion of the course, the student will be able to apply acquired knowledge in designing multi-column text layouts across various formats (standard and

redefined) and typefaces (serif and sans serif).

• Upon successful completion of the course, the student will be able to recognize, analyze, and justify the systematic logic of grid theory underlying design decisions.

• Upon successful completion of the course, the student will be able to identify and understand the potential of using grid systems in the design of any product within analog or digital media.

Radio and Television Basics (**course coordinator: Iva Matija Bitanga**)

• Upon successful completion of the course, the student will be able to explain the reasons for the development and expansion of radio and television globally as well as within Croatia.

• Upon successful completion of the course, the student will be able to independently connect specific segments of radio or television production (as an introduction to independent program creation).

• Upon successful completion of the course, the student will be able to analyze radio and television programs from various media organizations according to program structure and target audiences, and conduct comparative analyses.

• Upon successful completion of the course, the student will be able to evaluate the quality of television programs based on the type and representation of program content, as well as the technical quality of production.

• Upon successful completion of the course, the student will be able to classify radio and television shows based on an analysis of their formal and production processes.

• Upon successful completion of the course, the student will be able todescribe in detail the process of creating radio and television programs.

• Upon successful completion of the course, the student will be able to independently produce a short interview and report.

Visual Communication and New Media (**course coordinator: Luka Borčić**)

• Upon successful completion of the course, the student will be able to analyze the processes of visual communication across different media.

• Upon successful completion of the course, the student will be able to explain and compare the effects, purposes, and characteristics of various means of visual communication.

• Upon successful completion of the course, the student will be able to independently conceive a project featuring a visual message within a chosen medium.

• Upon successful completion of the course, the student will be able to manage and execute a project in graphic design and visual communications.

Motion Graphics I (course coordinator: Simon Bogojević Narath)

• Upon completing the course, students will be able to define animation as a process within the context of contemporary media.

• Upon completing the course, students will be able to apply practical experience in the creation of digital animation.

• Upon completing the course, students will be able to plan the visual pre-production sequence according to professional standards.

• Upon completing the course, students will be capable of managing an individual creative animation project.

• Upon completing the course, students will be able to select appropriate animation techniques in relation to a given creative concept.

• Upon completing the course, students will be able to explain the principles of animation and the applied technical procedures.

• Upon completing the course, students will be able to evaluate the quality of a given animation product (film, commercial, or special effect).

Illustration (course coordinator: Antun Franović, Simon Bogojević Narath)

• Upon completing the course, the student will be able to define and explain the process of creating an illustration.

• Upon completing the course, the student will be able to establish aesthetic, formal, and conceptual principles in the realization of an illustration, depending on the purpose of the

assignment.

• Upon completing the course, the student will be able to select and apply illustration within the context of new media.

• Upon completing the course, the student will be able to independently design illustrated content in the form of a picture book, comic strip, newspaper article, editorial illustration, web animation, or application.

• Upon completing the course, the student will be able to select and analyze the quality of illustrative solutions and assess their functional value for specific purposes.

• Upon completing the course, the student will be able to create illustrations using various artistic techniques.

Newspaper and Magazine Design (**course coordinator: Andro Giunio, Igor Kuduz**)

• Upon completing the course, the student will be able to understand and distinguish the media potential of the synergy between form and content, as well as the counterpoint between text and image.

• Upon completing the course, the student will be able to plan, structure, and present selected material.

• Upon completing the course, the student will be able to apply acquired formal and design knowledge from previous courses to a model that simulates real-world conditions and authentic content.

• Upon completing the course, the student will be able to plan and carry out multi-, inter-, or transdisciplinary collaboration, integrating journalistic and design expertise within a team environment.

Promotional Design (**course coordinator: Igor Kuduz**)

• Upon completing the course, the student will be able to design a visual identity for a small or medium-sized entity, including a corresponding graphic standards manual with basic applications.

• Upon completing the course, the student will be able to design a simple product

packaging.

• Upon completing the course, the student will be able to design a poster.

• Upon completing the course, the student will be able to design a simple promotional graphic product.

• Upon completing the course, the student will be able to understand and conceptually master the integration of all elements of a visual identity into a logical, clearly defined, and standardized composition.

Editorial Design (**course coordinator: Igor Kuduz**)

• Upon completing the course, the student will be able to apply and synthesize previously acquired knowledge in the fields of design and typography within tasks set in a real-world context.

• Upon completing the course, the student will be able to clearly articulate personal viewpoints and positions within the context of contemporary trends and developments in visual communications.

• Upon completing the course, the student will be able to competently design and conceptualize a comprehensive design product within the chosen medium or media.

• Upon completing the course, the student will be able to interpret contemporary social phenomena (utilitarian, economic, ecological, etc.) through a design-oriented approach.

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

• Upon completing the course, the student will be able to critically evaluate the process of creating and using stage design, as well as its specific relationship to the audience, performers, and type of application.

• Upon completing the course, the student will be able to assess and analyze theatrical scenography using appropriate professional terminology and compare it with other media employing similar formal means of expression.

• Upon completing the course, the student will be able to, independently or within a team, organize, conceive, and develop a scenographic and dramaturgical concept for a theatre production or animation.

• Upon completing the course, the student will be able to self-evaluate, conceptualize, and visually design a production through sketches, select and explain the process of creating scenic elements, choose stage techniques, design lighting and costumes, and defend their artistic approach and decisions.

• Upon completing the course, the student will be able to recommend, distinguish, define, and compare the functional use of stage costumes, props, and masks.

• Upon completing the course, the student will be able to analyze and assess a scenographic work from concept to realization, explain and evaluate the perception of space, movement, light, sound, as well as the roles of performers, text, time, and audience.

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

• Upon completing the course, the student will be able to understand and justify a design approach that prioritizes *effective* over *attractive* communication of a message.

• Upon completing the course, the student will be able to acknowledge responsibility toward the target user and society as a whole.

• Upon completing the course, the student will be able to analyze, organize, and visually present quantitative, qualitative, and structural information.

• Upon completing the course, the student will be able to practically apply previously acquired visualization skills through elements of graphic design (typography, color, layout, drawing, photography, computer graphics, and animation) to establish and communicate clear relationships and patterns in the presentation of information within the context of user needs.

Art and Media Photography (**course coordinator: Mario Periša**)

• Upon completing the course, the student will be able to identify and compare key international and Croatian artists working in the fields of artistic and media photography and video.

• Upon completing the course, the student will be able to compare and explain the use of photography and video for artistic and media purposes.

• Upon completing the course, the student will be able to interpret and analyze artistic and media photography and video, and evaluate the quality of a given work or

content.

• Upon completing the course, the student will be able to express themselves independently through photographic and video media in assignments, exercises, and original creative work.

• Upon completing the course, the student will be able to define and explain their concept through photographic and video media, as well as conceive and manage an individual creative project.

Audio Production (**course coordinator: Niko Mihaljević, Hrvoje Pelicarić**)

• Upon completing and passing this course, students will be able to analyze musical works, determine their style, identify the instruments used, and recognize innovations in sound design compared to conventional practices.

• They will be able to identify the sound design methods used in music production and explain the reasons for their specific application.

• They will be able to analyze the requirements for sound design in theatre, film, video games, exhibitions, and interactive sound installations.

• They will be able to apply knowledge from the field of psychoacoustics in designing sound for theatre, film, video games, exhibitions, and interactive sound installations in order to achieve the desired auditory effect on the listener.

• They will be able to decide on the selection of appropriate hardware or software tools to be used in sound design for theatre, film, video games, exhibitions, or interactive sound installations.

• They will be able to independently create sound for practical applications such as theatre, film, video games, exhibitions, or interactive sound installations.

• They will be able to critically analyze and evaluate the value of their own work as well as the effectiveness of collaboration with team members involved in a production project (concert, theatre, film, video game, exhibition, or interactive sound installation).

• They will be able to express themselves creatively through the medium of sound.

3D Animation (**course coordinator: Simon Bogojević Narath**)

• Upon completing the course, students will be able to define 3D animation as a process within the context of contemporary media.

• Upon completing the course, students will be able to apply practical experience in the creation of 3D animation.

• Upon completing the course, students will be able to plan the visual pre-production sequence in accordance with professional standards.

• Upon completing the course, students will be capable of managing an individual creative 3D animation project.

• Upon completing the course, students will be able to select appropriate stylistic and technical 3D animation methods in relation to a given creative concept.

• Upon completing the course, students will be able to explain the principles of 3D animation and the applied technical procedures.

• Upon completing the course, students will be able to assess the quality of a given 3D animation product (film, commercial, or special effect).

Multimedia (**course coordinator: Luka Borčić**)

• Students will be able to define media and multimedia, distinguish types of media, and understand media as a form of communication.

• Students will be able to define the concepts of communication, narration (storytelling), genre, discourse, and the relationship between media, design, and art, as well as classify and analyze specific segments of media.

• Students will understand issues of media and identity, the problem of visual representation, and will be able to analyze and formulate identities within media expression.

• They will understand the use of images, photographs, illustrations, animation, performance practices, film, and sound as expressive means.

• Students will understand the relationships between media, particularly between visual and auditory forms.

• They will be able to recognize specific components of a multimedia project.

• Students will be able to describe the process of creation and independently execute a simple multimedia project.

• Students will be able to organize, construct, and design a complete multimedia project.