BACHELOR IN "VISUAL ARTS" – 180 ECTS

LEARNING OUTCOMES

By the end of the programme students will be able to:

- Demonstrate familiarity with the major theoretical, perspective, and artistic concepts, and historical and visual trends in Visual Arts, Graphic Design and Multimedia.
- Learn fundamental artistic skills and analyze different aesthetic principles, and overall learn the fundamental trends, movements, artists as well as their work in the History of Arts.
- Learn basic artistic concepts in the field of Visual Arts, such as Form, Composition, Layout, Typography, Shading, Value, Image, Color, Concept, etc.
- Apply different techniques respective to the goals and the requirements of the given task or project.
- Learn how to identify and analyze the different problematics of design, multimedia, and visual arts projects.
- Demonstrate the ability to research for different creative solutions to the rising artistic challenges.
- Use critical and creative thinking, as well as a holistic and inspirational approach to different artistic challenges.
- Analyze, deconstruct, and interpret different works of art, design and multimedia in all of its dimensions.
- Learn and practice core aesthetic principles and reflect other values that are the underpinnings of the field of Visual Arts.
- Demonstrate information competence and the ability to use computers and other technology for different purposes.
- Effectively communicate through the language of visual signs, color, graphical symbols and various and mediums of visual communication and storytelling.

PROFILE: "GRAPHIC DESIGN"

- Acquire the necessary manual and computer artistic skills with the intent to practice, execute and create works in digital arts and design.
- Demonstrate the ability to independently research, conceptualize, create, and execute different tasks pertinent to the field of Visual Arts and to the discipline of Graphic Design.
- Effectively communicate ideas visually, by using the appropriate means and mediums in the field of Visual Arts and Graphic Design.
- Demonstrate the ability to utilize the respective Design software in order to execute different design projects.
- Operate on the various stages of the design process and the key elements of each stage to produce a successful design, taking into consideration the requirements of the project.
- Compose and create different deliverables such as logos, visual identities, textures, layouts, posters, etc.
- Demonstrate the ability to work on both print and digital graphics projects, as well as have a fundamental working understanding of both processes.

PROFILE: "MULTIMEDIA"

- Acquire the necessary manual and computer artistic skills with the intent to practice, execute and create works in digital arts and design.
- Demonstrate the ability to independently research, conceptualize, create, and execute different tasks pertinent to the field of Visual Arts and to the discipline of Multimedia.
- Effectively communicate ideas visually, by using the appropriate means and mediums in the field of Visual Arts and Multimedia.
- Demonstrate the ability to utilize the respective Design software in order to effectively execute different multimedia projects.
- Operate on the various stages of the design process and the key elements of each stage to produce a successful design, taking into consideration the requirements of the project.
- Compose and create different multimedia deliverables such as video commercials, video art, music videos, animations, motion graphics, sound design projects, etc.
- Demonstrate the ability to work on visual creation with mediums and theory in contemporary art based on Multimedia.

CURRICULA

No.	Year	Sem	Subject	ECTS
BACHELOR IN "VISUAL ARTS"				
A - GENERAL SUBJECTS / 15% - 20%/ 35 ECTS				
1	I	1	Introduction to Philosophy	6
2	I	1	Academic Writing	4
3	I	1	Introduction to Sociology	5
4	I	2	Research Methods	4
5	I	2	Applied Statistics	4
6	I	2	Introduction to Psychology	6
7	II	1	Introduction to Economics	6
				35
B - CHARACTERIZING/CORE SUBJECTS / 50% - 55%/ 96 ECTS				
1	I	1	Drawing	6
2	I	1	Introduction to Communication	6
3	I	2	Fundamentals of Printmaking	6
4	I	2	History of Art	6
5	II	1	Fundamentals of Multimedia	6
6	II	1	Fundamentals of Painting	6
7	II	1	Photography	6
8	II	1	Basics of Semiotics	6
9	II	2	Design Programs	6
10	II	2	Typography and Layout Design	6

No.	Year	Sem	Subject	ECTS
			BACHELOR IN "VISUAL ARTS"	
No.	**Year**	**Sem**	**Subject**	**ECTS**
11	II	2	Theories of Visual Communication	6
12	II	2	Aesthetics	6
13	III	1	Fundamentals of Fashion Design	6
14	III	1	Fundamentals of Conceptual Art	6
15	III	1	Interior Design	6
16	III	2	Scenography	6
				96
C - INTERDISCIPLINARY / INTEGRATING/ ELECTIVE COURSES 12% - 15%/ 24 ECTS				
	PROFILE		**MULTIMEDIA**	
1	II	2	Multimedia Programs	6
2	III	1	Audio and Video Design	6
3	III	1	Digital Audiovisual Effects	6
4	III	2	Personal Style Development	6
	PROFILE		**GRAPHIC DESIGN**	
1	II	2	Visual Composition	6
2	III	1	Applied Design Programs	6
3	III	1	Web Design and Applications	6
4	III	2	Personal Style Development	6
				24
D - ADDITIONAL COURSES / 10% - 15%/ 18 ECTS				
1	I	2	English Language	5
2	I	1	Basics of Informatics	4
3	III	2	Project Design and Management	4
3	III	2	Practice and Career Development	5
				18
E - FINAL OBLIGATIONS /3% - 5%/ 7 ECTS				
1	III	2	Diploma Thesis / Final Comprehensive Exam	7
			Total	**180**