"STUDY PLAN - Three and a half years (7 sem.) Full-time 1st degree studies. Major: DESIGN, specialty: Visual communication, practical profile
Faculty of Design, Academy of Art in Szczecin
Academic year 2021/2022
Approved by the Senate Resolution No. 51/2021 of the Academy of Art in Szczecin on June 15, 2021 "

form of classes: W-lecture;Ć-practice;L-laboratory;P-studio,ind.-individual ; CF-credit forms: C-credit; C+ credit+mark; E-exam

Lp.	Subjects	code of subj.	sum	total number of hours						I Year												II Year												III Year												IV Year							
					in this					semestr 1						semestr 2						semestr 3						semestr 4						semestr 5						semestr 6						semestr 7						
			ECTS	sum	W	Ć	L	P	indyw.	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ECTS	zal.	W	Ć	L	P	ind
A	**General academic block**		12	240	45	75	120																																												
1.	Psychophysiology of vision and composition	Wz.I.A1	2	30	15	15				2	C+	1	1																																						
2.	Foreign language	Wz.I.A2	8	120			120															2	C+			2		2	C+			2		2	C+			2		2	E			2						
3.	Physical education	Wz.I.A3		60		60																												C		2				C		2								
4.	Marketing and protection of intellectual property	Wz.I.A4	2	30	30																																			2	C+	2								
B	**Base block**		24	375	210	165																																											
1.	History and theory of art and design	Wz.I.B1	8	120	120					2	C+	2				2	C+	2				2	C+	2				2	E	2																				
2.	History and theory of visual communication	Wzkw.I.B2	4	60	60																													2	C+	2				2	C+	2								
3.	Anthroposphere (anthropology, aesthetics and sociology of design)	Wz.I.B3	2	30		30																																	2	C+		2							
4.	Mentoring	Wz.I.B4	2	30		30																																	2	C+		2							
5.	Design methodology	Wz.I.B5	2	45		45				2	C+		3																																				
6.	Design management	Wz.I.B6	2	30		30																												2	C+		2												
7.	Design trends	Wz.I.B7	4	60	30	30																2	C+	1	1			2	E	1	1																			
C	**Art block**		16	240			240																																											
1.	Selected art studio 1 (drawing, painting, sculpture) *	Wzkw.I.C1	4	60			60			2	C+			2		2	C+			2																														
2.	Selected art studio 2 (selected basics in the field of media art) *	Wzkw.I.C2	4	60			60			2	C+			2		2	C+			2																														
3.	Selected art studio in the field of painting and media art *	Wzkw.I.C3	8	120			120															2	C+			2		2	C+			2		2	C+			2		2	C+			2						
D	**Directional block- V*isual communication***		136	1770			1470	300																																									
1.	Basics of visual communication	Wzkw.I.D1	4	60				60		2	C+				2	2	C+				2																														
2.	Basics of designing publishing houses and multimedia publications	Wzkw.I.D2	4	60				60		2	C+				2	2	C+				2																														
3.	Basics of packaging design	Wzkw.I.D3	4	60				60		2	C+				2	2	C+				2																														
4.	Basics of lettering and typography	Wzkw.I.D4	4	60				60		2	C+				2	2	C+				2																														
5.	Basics of designing interfaces and mobile applications	Wzkw.I.D5	4	60				60		2	C+				2	2	C+				2																														
6.	Basics of 2D and 3D animation	Wzkw.I.D6	4	60			60			2	C+			2		2	C+			2																														
7.	Selected directional laboratory 1	Wzkw.I.D7	22	240			240															5	C+			4		5	E			4		6	C+			4		6	E			4						
8.	Selected directional laboratory 2	Wzkw.I.D8	22	240			240															5	C+			4		5	E			4		6	C+			4		6	E			4						
9.	Selected directional laboratory 3	Wzkw.I.D9	22	240			240															5	C+			4		5	E			4		6	C+			4		6	E			4						
10.	Branding	Wzkw.I.D10	8	120			120															2	C+			2		2	C+			2		2	C+			2		2	C+			2						
11.	Concept art and illustration	Wzkw.I.D11	6	90			90															2	C+			2		2	C+			2		2	C+			2												
12.	Computer-aided visual communication	Wzkw.I.D12	16	240			240			4	C+			4		4	C+			4		4	C+			4		4	C+			4																		
13.	Preparation for production processes	Wzkw.I.D13	4	60			60									2	C+			2		2	C+			2																								
14.	Bookbinding techniques	Wzkw.I.D14	4	60			60			2	C+			2		2	C+			2																														
15.	Advertising and publishing photography	Wzkw.I.D15	4	60			60			2	C+			2		2	C+			2																														
16.	UX design	Wzkw.I.D16	4	60			60			2	C+			2		2	C+			2																														
E	**Diploma block**		10	60				60																																										
1.	Directional diploma thesis (selected directional workshop)	Wzkw.I.E1	10	60				60																																										
F	**Practice block**																																																
1.	Professional practice**	Wz.I.F1																																							C									
	sum of the entire course of study		198	2685	255	240	1830	360		32		3	4	16	10	30		2		18	10	33		3	1	26		31		3	1	24		30		2	4	20		32		4	6	18		10				4	
	checksums		198	2685	255	240	1830	360			godzin w tyg. / sem:	33	495							30	450					30	450					28	420					26	390					28	420					4	60

ECTS points (elective courses):	**92**	**which is**	**46,46%**	**of all ECTS credits**
practical classes:	**162**	**which is**	**81,82%**	**of all ECTS credits**

* In the first year, the student chooses one studio from among drawing, painting and sculpture, and one from the studio for the basics of media art. In the 2nd and 3rd year, he chooses one studio.

** Note: after 1st, 2nd In the third and third year of studies, apprenticeship is required (6 months in total), for which the student receives 24 ECTS points - ECTS points allocated to the subject of apprenticeship, do not count towards the limit of ECTS points that the student must obtain throughout the course of study. Work placement is not included in the total amount of study hours.