STUDY PLAN - 3,5-year full-time 1st degree studies, major - ***Design*** , specialty - **VISUAL COMMUNICATION**, practical profile
Faculty of Design Academy of Art in Szczecin
Academic year 2022/2023
Resolution No. 86/2022 of the Senate of the Academy of Art in Szczecin, date 27 May 2022

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

No.	subject	subject code	sum	total number of hours						Year I												Year II												Year III												Year IV							
					in this					semester 1						semester 2						semester 3						semester 4						semester 5						semester 6						semester 7						
			ECTS	sum	W	Ć	L	P	indyw.	ECTS	credit	W	Ć	L	P	ECTS	credit	W	Ć	L	P	ECTS	credit	W	Ć	L	P	ECTS	credit	W	Ć	L	P	ECTS	credit	W	Ć	L	P	ECTS	credit	W	Ć	L	P	ECTS	credit	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+	15	15																																					
2.	Foreign language	Wz.I.A2	8	120			120															2	C+			30		2	C+			30		2	C+			30		2	E			30						
3.	Physical education	Wz.I.A3		60		60																													C		30				C		30						
4.	Marketing and protection of intellectual property	Wz.I.A4	2	30	30																																			2	C+	30								
B	**Basic block**		24	375	210	165																																											
1.	History and theory of art and design	Wz.I.B1	8	120	120					2	C+	30				2	C+	30				2	C+	30				2	E	30																				
2.	History and theory of visual communication	Wz.I.B2.kw	4	60	60																																			2	C+	30				2	C+	30		
3.	Anthroposphere (anthropology, aesthetics and sociology of design)	Wz.I.B3	2	30		30																																							2	C+		30		
4.	Mentoring	Wz.I.B4	2	30		30																																							2	C+		30		
5.	Design methodology	Wz.I.B5	2	45		45				2	C+		45																																				
6.	Design management	Wz.I.B6	2	30		30																																			2	C+		30							
7.	Design trends	Wz.I.B7	4	60	30	30																2	C+	15	15			2	C+	15	15																			
C	**Art block**		16	240			240																																											
1.	Selected art studio 1 (drawing, painting, sculpture)*	Wz.I.C1.kw	4	60			60			2	C+			30		2	C+			30																														
2.	Selected art studio 2 (selected basics from the media arts major)*	Wz.I.C2.kw	4	60			60			2	C+			30		2	C+			30																														
3.	Selected art studio from the following majors: painting and media arts*	Wz.I.C3.kw	8	120			120															2	C+			30		2	C+			30		2	C+			30												
D	**Block of courses - Visual communication**		136	1770			1470	300																																									
1.	Basics of visual communication	Wz.I.D1.kw	4	60				60		2	C+				30	2	C+				30																														
2.	Basics of publishing and multimedia design	Wz.I.D2.kw	4	60				60		2	C+				30	2	C+				30																														
3.	Basics of packaging design	Wz.I.D3.kw	4	60				60		2	C+				30	2	C+				30																														
4.	Basics of lettering and typography	Wz.I.D4.kw	4	60				60		2	C+				30	2	C+				30																														
5.	Basics of interface design and mobile apps	Wz.I.D5.kw	4	60				60		2	C+				30	2	C+				30																														
6.	Basics of 2D and 3D animation	Wz.I.D6.kw	4	60			60			2	C+			30		2	C+			30																														
7.	Selected studio of the study area 1	Wz.I.D7.kw	22	240			240															5	C+			60		5	E			60		6	C+			60		6	E			60						
8.	Selected studio of the study area 2	Wz.I.D8.kw	22	240			240															5	C+			60		5	E			60		6	C+			60		6	E			60						
9.	Selected studio of the study area 3	Wz.I.D9.kw	22	240			240															5	C+			60		5	E			60		6	C+			60		6	E			60						
10.	Branding	Wz.I.D10.kw	8	120			120															2	C+			30		2	C+			30		2	C+			30		2	C+			30						
11.	Concept drawing and illustration	Wz.I.D11.kw	6	90			90															2	C+			30		2	C+			30		2	C+			30												
12.	Computer-aided visual communication	Wz.I.D12.kw	16	240			240			4	C+			60		4	C+			60		4	C+			60		4	C+			60																		
13.	Preparation for production processes	Wz.I.D13.kw	4	60			60																											2	C+			30		2	C+			30						
14.	Bookbinding techniques	Wz.I.D14.kw	4	60			60			2	C+			30		2	C+			30																														
15.	Advertising and editorial photography	Wz.I.D15.kw	4	60			60			2	C+			30		2	C+			30																														
16.	UX design	Wz.I.D16.kw	4	60			60			2	C+			30		2	C+			30																														
E	**Diploma block**		10	60			60																																											
1.	Course work (selected course work)	Wz.I.E1.kw	10	60			60																																								10	C			60		
F	**Practice block**		12																																														
1.	Professional practice**	Wz.I.F1	12																																												C				
	total entire course of study		210	2685	255	240	1890	300		32		45	60	240	150	28		30		240	150	31		45	15	360		31		45	15	360		32		30	60	330		34		60	90	300		10				60		
	checksums		210	2685	255	240	1890	300		hours per semester:					495						420						420						420						420						450						60

ECTS credits (elective courses):	**92**	**which is**	**43,81%**	**of all ECTS credits**
subjects of a practical nature:	**174**	**which is**	**82,86%**	**of all ECTS credits**

* In the 1st year, the student chooses one studio from among drawing, painting and sculpture and one from among the media art foundation studios. In the 2nd and 3rd year, the student chooses one studio.
** Note: after the 1st, 2nd and 3rd year of studies a student is obliged to complete a work placement (6 months in total) for which the student is awarded 24 ECTS credits, including 12 ECTS credits for placements in companies and external institutions and 12 ECTS credits for placements as part of additional tasks carried out at the university, included in study plans.