General information

GRAPHIC AND INTERACTIVE COMMUNICATION

Level: Post-graduate study programme—master's degree programme
Type: Study programme for acquiring knowledge
Duration: 2 years (4 semesters), 120 total ECTS credit points

Basic goals

The basic goals of the post-graduate programme Graphic and Interactive Communications are: to expand the knowledge of graduates of the university programme in the area of graphic and interactive communication; to gain theoretical knowledge, practical skills and competences in the field of media, graphic and interactive communications. The engineering, supported by basic natural science knowledge, enables the development of creative and research work in the design of printed products, packaging and interactive media and the development of applications in computer graphics. Advanced conceptual thinking in design and basic art skills are integrated with technological knowledge in project-oriented work.

General competences

Subject-specific competences+

- in-depth knowledge of mathematics and chemistry with a developed capacity for thinking in terms of the natural sciences;
- the ability to evaluate technological characteristics, advantages and shortcomings of progressive network technologies and new media;
- understanding the interaction between the surface of printed materials, coatings, printing inks, adhesives and varnishes;
- developing autonomy, research skills and critical and self-critical evaluation of the use of typography for various products and content as well as various methods for conveying information;
- learning about photography as a useful and modern visual, informative and communicative tool for designing graphic products, with an emphasis on flawless technical, aesthetic, expressional and compositional arrangement of the achieved results;
- learning about the theory of mixing and reproduction of colours in graphic reproduction processes through studies of various mathematical models that describe how the system works;
- learning and understanding the basis and development of halftoning theory in printed media;
- learning about the capacity of creative integration of linguistic technologies in modern products and services, including mobile applications;
- the use of natural interactivity in designing modern user interfaces.

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