

General information

[NTF](#) › [IGT](#) › [Study](#) › [Bachelor's degree](#) › [Graphic and Interactive Communication \(UN\)](#) › [General information](#)

GRAPHIC AND INTERACTIVE COMMUNICATIONS

Level: Undergraduate study programme—university study programme

Type: Study programme for acquiring knowledge

Duration: 3 years (6 semesters); 180 total ECTS credit points

Basic goals

The main goal of the Bachelor's degree study of Graphic and Interactive Communications is to qualify experts who will be able to manage the most demanding technological processes in graphics and media as well as the field of interactive communications. At the same time, the purpose of the study is also to offer graduates the relevant fundamental natural science knowledge and expertise to continue their education at the second level. In addition to knowledge in the field of graphic, media and interactive communications, graduates develop scientific approach abilities through selected skills in mathematics, physics and chemistry.

Graduates of this program acquire knowledge about graphic technology and graphic material used in the design and manufacturing of graphic products. In addition, graduates master the basics of visual and art language, techniques of artistic expression and ways of interpreting and designing the art scheme of products. Graduates understand the technological realisation of graphically designed ideas, know how to solve ecological problems in the printing industry, are capable of creating new ideas and develop the abilities of interpersonal communication, negotiation, teamwork, leadership and creative thinking.

General competences

Subject-specific competences+

- In-depth knowledge of mathematics, physics and chemistry with a developed capacity for thinking in terms of the natural sciences;
- Knowledge and understanding of the technological parameters of digital media in visual and interactive applications and services, an understanding of visualisation in digital media, the technological basis of the Internet and accompanying information services and of multimedia and interactivity in visual and interactive communication and services;
- Knowledge and understanding of the physico-chemical basis of conventional and digital printing techniques, measurement of processing variables, guiding, regulation and management of the printing process, the advantages and shortcomings of various printing techniques;
- Knowledge of the properties of graphic materials, the relation between the properties of printed products and the properties of the materials used in printing and other materials used in the manufacture of graphic products;
- Understanding and use of the method of critical analysis in the use of typographic design, the use of graphics programmes for design and composition of a text, the ability to generate new ideas (creativity) in the use and

setting of typographic elements;

- Knowledge about the connection and interdependence of basic artistic elements and procedures, knowledge of the basics of artistic language, artistic expression techniques and approaches to reading and designing an artistic idea;
- The capacity to use theoretical knowledge and discoveries in solving concrete environmental issues in the graphic industry;
- A developed capacity to functionally use the techniques of mutual communication, negotiation, teamwork, management and creative thinking.