General information

GRAPHIC AND MEDIA TECHNOLOGY

Level: Undergraduate study programme—higher education professional study programme
Type: Study programme for acquiring knowledge
Duration: 3 years (6 semesters); 180 total ECTS credit points

Basic goals

The basic goal of the higher education professional programme of Graphic and Media Technology is to train an expert of sufficient professional breadth who will be capable of managing, in terms of the technology and execution, diverse and demanding graphic activities and graphics related to media activities.
A graduate has broad expertise and professional knowledge in the study area of graphic and media technology, augmented by selected knowledge in the areas of natural sciences, information and communication technology, aesthetics, graphic design and management of digital media in visual and interactive applications and services.
A graduate also has professional ethical and environmental responsibility, can use modern tools of different graphic and media technologies and is able to observe, analyse and evaluate natural, cultural, artistic design and visual systems. Graduates of the programme Graphic and Media Technology acquire an overview and understanding of technological parameters of digital media, visual and interactive applications and services and basic graphic materials and digital techniques of representing information, including the capacity to understand the interdependency between technology and design.

General competences

Subject-specific competences+

- Extensive professional knowledge in the study area of graphic and media technology, augmented by selected knowledge in the areas of natural sciences, information and communication technology, aesthetics and graphic design and management;
- The capacity to link knowledge of natural sciences with knowledge of technological fields;
- Well-developed professional ethical and environmental responsibility;
- The ability to use modern tools, skills and dexterity in the area of diverse graphic and media technologies;
- An overview and understanding of technological parameters of digital media in visual and interactive applications and services;
- The capacity of general and specific sensibility in observation, analysis and evaluation of natural, cultural, design and artistic visual systems;
- The capacity to understand the interdependency between technology and design;
- Knowledge and understanding of basic graphic materials and digital techniques of representing information.

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