DESIGN
DEGREE PROGRAM (BA)

1. PROGRAM FACTS

Study Level: Undergraduate
Study Mode: Full Time
Course Profile: Academic
Course Domain: Fine Art
Course Length: 6 semesters
Number of ECTS Credits Required for Graduation: 180
Areas of Academic Study and Academic Disciplines Evaluated by Learning Outcomes:
- Area of Academic Study: The Arts
- Academic Discipline: Fine Art
- Field of Study: Art and Design
Degree Awarded upon Completion: Bachelor’s Degree (BA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

Our BA Design alumni are prepared to take on general design professions at design studios, R&D centers, cultural centers, consulting businesses and manufacturing companies. Upon graduation, students may go on to postgraduate study (MA programs).

3. PROGRAM OVERVIEW AND OBJECTIVES

Our graduates leave the program demonstrating general knowledge of history and theory of design, fine arts, ergonomics, technology, painting, material studies, presentation techniques and technical documentation. They will develop an understanding of design processes and applied design practices. Students will learn to adopt a problem solving approach to design, resulting from observation and detailed needs analysis of both individual users and society at large. They know the design process and are able to take their projects through all necessary stages, from ideation through prototyping to finished products.

4. LEARNING OUTCOMES

On completion of the BA Design program, students should be able to demonstrate the following subject knowledge, practical subject skills and social competencies:

SUBJECT KNOWLEDGE

- Students demonstrate general knowledge of design practices in the field of design as well as related disciplines: interior architecture, visual communication, art exhibition and furniture design.
- Students have a general understanding of the history of culture and civilization development.
– Students have knowledge of contemporary trends in art development, design and architecture.
– Students know and understand the history and development of major accomplishments in the field of design.
– Students are motivated to self-study and are familiar with subject discourse and publications in the field of design.
– Students show an understanding of the development of socio-cultural processes and their influence on the contemporary world.
– Students are familiar with and follow the traditions and accomplishments of major design approaches.
– Students have a general overview of issues related to technologies in design.
– Students are aware of the development of materials and technologies applied in the design practice.
– Students demonstrate awareness of basic financial, commercial and legal issues relevant to the design profession.
– Students know the relationships between a conceptual idea for a design solution and its practical realization in the context of technology.

PRACTICAL SUBJECT SKILLS

– Students are able to study the needs and wants as well as human behaviors, they perceive people as individuals functioning within specific contextual and environmental framework.
– Students are able to define and address various design issues, which results from observation of the needs of individuals and society at large.
– Students are able to execute their own design projects related to the wider context of human environment.
– Students are able to articulate their own design ideas, they verbally communicate and logically defend their concepts.
– Students are able to use the design workshop tools and techniques to visually communicate their ideas.
– Students know and apply computer-aided design software to support their work.
– Students are able to select appropriate expression techniques and realization processes to complete their individual projects.
– Students make independent and informed decisions about the methods of project realization.
– Students are prepared for collaborative work as part of a design team.
– Students collaborate effectively with colleagues as part of a multidisciplinary team.
– Students use drawing techniques employed in the professional practice of design.
– Students pitch their own ideas using a graphic layout for presentation.
– Students have basic skills in model and mock-up construction to illustrate their design concepts.
– Students follow the development of design communication methods and apply them in their design practice as part of a sustained self-development process.
– Students gain experience of generating their own design ideas, resulting from their deep understanding of social needs and socio-cultural shifts.
– Students’ designs respond to users’ needs, also addressing functional, material and technological factors relevant to a given context.
– Students arrive at their best design solutions through problem analysis and synthesis.
– Students know how to prepare project specification and other documentation, listing various sources of information, drawing on various sources of inspiration and contexts.
– Students are familiar with professional terminology and jargon related to design, both in native and foreign languages, and use specialist language fluently. They have language skills at B2 level of CEFR.
– Students know a vast repertoire of behavioral techniques and are able to present their designs to an audience employing a range of presentation techniques.

SOCIAL COMPETENCIES

– Students understand the need for sustained learning and professional development.
– Students are willing to take on various design challenges.
– Students effectively use the triad: analysis, synthesis, finished project.
– Students demonstrate critical thinking skills in relation to their design solutions.
– Students manage their own work efficiently and develop intrinsic motivation to take on new creative challenges.
– Students develop creative thinking and stay open-minded while approaching and solving design issues and presenting them to an audience.
– Students develop self-assessment, critically evaluating their own work and the work of their peers. They are mindful of possible ethical and social impact that their creative approach may create.
– Students communicate effectively in a team while working on collaborative projects. They negotiate and articulate their own design decisions.
– Students know and understand the general terminology and principles relevant to intellectual and industrial property law.