1. PROGRAM FACTS

**Study Level:** Postgraduate  
**Study Mode:** Full Time  
**Course Profile:** Academic  
**Course Domain:** Fine Art  
**Course Length:** 4 semesters  
**Number of ECTS Credits Required for Graduation:** 120  
**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:** Master’s Degree (MA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

Our Design alumni are prepared to pursue careers within the scope of design profession either independently or as part of project teams. They are equipped with knowledge and skills to set up their own design consultancies or collaborate with manufacturing industries. Upon graduation, students may go on to do PhD studies (research degree) and/or enter an independent research path within the field of Art and Design.

3. PROGRAM OVERVIEW AND OBJECTIVES

Our graduates will demonstrate a deep understanding of generating multidisciplinary projects. Having mastered the fundamentals of cultural studies and art history, they will pursue further knowledge within the context of design, taking into account related design disciplines. Students will demonstrate a detailed understanding of historical and contemporary accomplishments in design. They will be able to skillfully take their projects through a number of design processes, paying attention to relationships between conceptual and practical aspects of art and science disciplines. Our graduates will be equipped with knowledge enabling them to apply appropriate technologies while conceptualizing their design ideas. They will have a good command of another foreign language equivalent to the B2 level of CEFR.

4. LEARNING OUTCOMES

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

– Students acquire key knowledge necessary to formulate, address and handle various issues relevant to the field of design, taking into consideration all aspects of human functioning.
– Students are able to launch multidisciplinary projects, within the framework of related subjects and disciplines which are available at the University of Arts in Poznan.
– Having mastered the fundamentals of cultural studies and art history, students pursue further knowledge within the context of design, taking into account related design disciplines.
– Students formulate their own unique creative concepts, drawing on their solid knowledge of socio-cultural developments in the context of philosophy and history.
– Students understand the relationships between theoretical and practical aspects of design and apply this knowledge in their independent creative pursuits.
– Students have extensive knowledge of historical and contemporary accomplishments in the field of design.
– Students are familiar with and understand the diversity of models and strategies underlying the creative development of design concepts.
– Students are able to conduct individual design processes, taking into account the interactions between theory and practice in the field of arts and sciences.
– Students understand the issues related to materials and technologies applied in design practices.
– Students are able to apply appropriate technologies to conceptualize their design ideas.

PRACTICAL SUBJECT SKILLS

– Students are able to generate and express their design ideas, drawing on their technical skills.
– Students are capable of improving upon existing design solutions and create innovative ones.
– Students make their own decisions concerning the selection of appropriate technologies and materials for their design projects.
– Students constantly improve and develop their technical skills and design techniques to realize their own concepts.
– Students make independent decisions concerning appropriate communication techniques and design realization for a given context.
– Students plan their design activities, taking into account ethical, legal and social aspects.
– Students are equipped with skills to manage a project team and are able to collaborate with other team members.
– Students are able to demonstrate their artistic approach while working as part of a multidisciplinary team, drawing on their acquired creative and technical skills.
– Students have advanced skills in drawing techniques employed in the professional practice of design.
– Students have advanced skills in presenting their design concept via artistic and presentation drawings.
– Students have skills in model-making, mock-up construction and prototyping of their designs.
– Students apply their knowledge of a multitude of models and strategies underlying the process of creative development in design.
– Students understand and address the needs and wants of users in their designs, taking into account ergonomic, functional and technological factors.
– Students are able to prepare elaborate presentations and detailed theoretical studies on specific design issues, drawing on diverse sources of information.
– Students have advanced linguistic skills in the context of art and design disciplines.
– Students communicate in another language at the B2+ level of CEFR.

SOCIAL COMPETENCIES

– Students understand the need for sustained learning and development, they are able to motivate themselves and inspire motivation in others to pursue knowledge and self-development.
– Students are aware of the need for self-development and the role of intrinsic motivation to take on new artistic challenges.
– Students are able to defend their arguments in a debate, they know how to use critical argumentation.
– Students are able to critically evaluate and reflect on the surrounding world.
– Students communicate with society in a confident and skillful manner through a variety of initiatives, they initiate collaborative projects and cooperate effectively with colleagues, they manage projects and organize work for other team members.
– Students are able to effectively negotiate terms and conditions concerning the realization and implementation of their designs.
– Students know and understand the general terminology and principles relevant to intellectual and industrial property law, they understand the importance of managing intellectual property.
– Students are able to arrange comprehensive project work, integrating diverse knowledge and experience gained during their studies, even with limited access to resources.
– Students rely on their experience and consciously apply a number of psychological strategies to support their work.
– Students know how to present and communicate complex issues in an accessible way.