INTERMEDIA
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: Fine Art
Degree Awarded upon Completion: Bachelor’s Degree (BA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

After completing the BA course, our graduates may continue their academic development on MA programs offering cognate courses. The BA degree in Intermedia opens up a number of career options. Our graduates are prepared to enter a freelance profession and/or collaborate with the following institutions:
- film studios
- advertising agencies
- television stations
- media agencies
- art galleries
- centers for art education

3. PROGRAM OVERVIEW AND OBJECTIVES

Our Intermedia graduates are:
- bold, versatile and interdisciplinary artists equipped with practical skills needed to create spatiotemporal artefacts;
- practitioners who deploy both classical techniques and contemporary technologies as means of their artistic expression, including filmmaking;
- creative designers who seek innovative solutions in the domain of emerging technologies in culture and arts.

After completing the program, our graduates are equipped with a range of practical subject skills necessary to engage in individual and team projects. They easily adapt to the dynamically changing reality. They show a deep understanding of copyright law and intellectual property law. Our graduates have a vast knowledge of history and theory of culture and art, with a particular emphasis on contemporary culture-forming trends.

4. LEARNING OUTCOMES

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

1. The execution of creative projects:

- Students show a general understanding of diverse methods and techniques applied to create artworks by means of traditional media.
- Students demonstrate a general knowledge of practical and technological aspects underlying the realization of intermedia projects, i.e. mixing and matching various types of media in one artistic work.
- Students are familiar with practical and conceptual aspects of image recording in the field of photography and filmmaking. They have an essential knowledge of film editing and sound editing.
- Students show a general understanding of methods and strategies for presenting and exhibiting their works, particularly within the context of intermedia.

2. Understanding the context of visual arts:

- Students have a general knowledge of basic trends and movements in contemporary arts (in particular within the domain of multimedia and intermedia). They are aware of major works created by artists regarded as most influential in the history of media.
- Students are familiar with key publications relevant to media history and media criticism.
- Students demonstrate knowledge of history of art and culture. They are aware of leading artists, their output and the development of major trends in art. Students understand the symbolic nature of terminology and classification, as applied in history, art criticism, visual culture and philosophy.
- Students are equipped with a general knowledge of current trends and future possibilities offered by emerging media technologies. They embrace the transformative influence of media technologies on culture, and understand how culture affects the development of new means of artistic expression. They recognize relations between the development of new media technologies and evolution of artistic expression.
- Students show a general understanding of financial, commercial and legal aspects of their profession. They are able to apply the principles of copyright law and intellectual property law in their practice. Student are also familiar with main public and private sources of funding for the arts.
- Students are aware of the relations between conceptual and practical aspects underlying their personal and professional development.

PRACTICAL SUBJECT SKILLS

1. Artistic expression:

- Drawing on their acquired knowledge and artistic intuition, students carry out their creative projects and efficiently communicate their ideas.

2. Executing artistic work:

- Students consciously apply a range of new media tools to create their projects, with a particular emphasis on photography, cinematography and sound.
- Students know how to use specialized computer software to edit graphics and film.
- Students creatively employ a range of tools, equipment and computer software to execute their artistic concepts. They select and use appropriate technologies to achieve desired outcomes.
Students are able to conceptualize formal and practical aspect of art projects. They know how to create and communicate their individual artistic message.

3. Teamwork:

- Students are prepared to work as part of a team while developing creative concepts and executing projects, which is essential in interdisciplinary ventures.
- If the project scope exceeds students’ technical skills or technological resources, they are able to draw up a detailed technical instruction for other practitioners.

4. Practical skills:

- Students are equipped with a wide range of practical skills needed to execute their creative projects. They know how to employ the best tools and materials from a wide array of contemporary techniques and media.
- Students apply a range of effective strategies to develop their practical skills, embracing the importance of sustained professional development through self-directed work. They effectively employ innovative tools and methods as well as adapt to the dynamically changing field of digital technology.

5. Artistic creation:

- Students have experience in executing stylistically diverse artistic projects. They are capable of employing a wide range of media and artistic techniques, driven by intrinsic motivation and extrinsic incentives.

6. Verbal skills:

- Students are able to prepare verbal and written presentations concerning visual arts and their own practice, drawing on major theoretical perspectives retrieved from different sources.
- Students have a written and spoken command of at least one non-native language at B2 level of CEFR and understand discussions conducted in a foreign language concerning culture and art.

7. Presentation skills in public speaking contexts:

- Students are prepared to deliver presentations concerning their artistic practice to an audience. They understand the importance of active participation in art communities, or workshops and symposiums addressing their chosen discipline.

SOCIAL COMPETENCIES

1. Independence and self-direction:

- Students are motivated to nourish their creative mindset and enhance professional skills, even long after graduation. They understand the importance of active participation in art communities and cultural events.
- Students are aware of social and professional duties underlying their future profession; they are ready to take responsibility for their actions.
- Students know how to collect, analyze, interpret and critically evaluate information.
Students are driven by intrinsic motivation and know how to organize their workplace.

2. Psychological prerequisites:

- Students are aware of their own shortcomings. They stay open-minded to other cultures and different outlooks on life. Students effectively employ their imagination, intuition and emotionality in the creative process, adapting those skills to new and ever-changing circumstances.
- Students are capable of controlling their behavior, including public speaking situations.

3. Critical skills:

- Students are able to constructively evaluate their own work as well as that of other practitioners. They are capable of reflecting on key social, creative, scientific and ethical issues.

4. Communication:

- Students effectively communicate with other practitioners to expand the range of practical skills.
- Students are prepared to work as part of a team and display team building skills.
- Students are capable of inspiring and executing projects for public good.
- Students know how to present their accomplishments, applying a wide range of multimedia techniques.

5. Industrial property rights and copyright:

- Students are familiar with essential legal acts concerning intellectual and industrial property law.
- Students follow the code of professional ethics, making sure that their practice does not infringe on other people’s rights.