

Bachelor of Arts in Art & Design (4 Years, 240 ECTS)

A studio-intensive art and design program building strong visual fundamentals alongside modern digital practice, culminating in a professional portfolio and public exhibition.

Program Overview

- **Award:** B.A. in Art & Design
- **Duration:** 8 Semesters (4 academic years)
- **Total Credits:** 240 ECTS
- **Delivery:** Studios (S), Workshops (W), Critiques (C), Lectures (L), Labs (P), Internship (I)
- **Workload:** 1 ECTS \approx 25–30 hours
- **Program Pillars:** Design Fundamentals • Drawing & Visual Language • Typography • Digital Tools & Workflow • Interaction & UX (Foundations) • Photography & Motion • 3D & Spatial Design • Creative Research • Professional Practice & Ethics
- **Signature Experiences:** client project studio, portfolio coaching, and a public capstone exhibition.

Graduate Learning Outcomes

Graduates will be able to:

- 1 **Visual Foundations.** Demonstrate strong composition, form, color, and typographic hierarchy.
- 2 **Design Process.** Apply iterative design methods from discovery and sketching through critique and refinement.
- 3 **Digital Craft.** Use industry-standard tools to produce polished digital and print-ready deliverables.
- 4 **Storytelling.** Communicate ideas through visual narratives, systems, and brand identities.
- 5 **User-Centered Thinking.** Design experiences informed by user research, accessibility, and usability testing.
- 6 **Critique & Reflection.** Give and receive critique constructively and articulate design decisions clearly.
- 7 **Professional Practice.** Build a portfolio, manage projects, and apply ethical and inclusive design principles.

- 8 **Applied Impact.** Create design solutions for real clients and community partners across media.

Curriculum Structure

Structured across 8 semesters (30 ECTS each). Most courses are 6 ECTS unless otherwise noted.

Year 1

- | | |
|-----------------------------|---|
| Semester 1 (30 ECTS) | <ul style="list-style-type: none">• Studio I: Design Foundations - 6 ECTS• Drawing I - 6 ECTS• Digital Tools I (Adobe Suite) - 6 ECTS• Visual Culture & Design History - 6 ECTS• Communication & Presentation Skills - 6 ECTS |
|-----------------------------|---|

- | | |
|-----------------------------|--|
| Semester 2 (30 ECTS) | <ul style="list-style-type: none">• Studio II: Composition & Systems - 6 ECTS• Typography I - 6 ECTS• Photography I - 6 ECTS• Creative Research Methods - 6 ECTS• Design Ethics & Accessibility - 6 ECTS |
|-----------------------------|--|
-

Year 2

- | | |
|-----------------------------|--|
| Semester 3 (30 ECTS) | <ul style="list-style-type: none">• Studio III: Branding & Identity - 6 ECTS• Typography II - 6 ECTS• Illustration I - 6 ECTS• 3D & Spatial Design (Intro) - 6 ECTS• Technical Elective I - 6 ECTS |
|-----------------------------|--|

- | | |
|-----------------------------|---|
| Semester 4 (30 ECTS) | <ul style="list-style-type: none">• Studio IV: Editorial & Publication - 6 ECTS• Interaction Design I (UX Basics) - 6 ECTS• Motion Design I - 6 ECTS• Portfolio Workshop I - 6 ECTS• Technical Elective II - 6 ECTS |
|-----------------------------|---|
-

Year 3

- | | |
|-----------------------------|---|
| Semester 5 (30 ECTS) | <ul style="list-style-type: none">• Studio V: Product & Service Design - 6 ECTS• Interaction Design II (Prototyping) - 6 ECTS• Photography II (Narrative) - 6 ECTS• Design Systems & Components - 6 ECTS• Technical Elective III - 6 ECTS |
|-----------------------------|---|
-

- Semester 6 (30 ECTS)**
- Studio VI: Client Project Studio - 6 ECTS
 - Motion Design II (Animation) - 6 ECTS
 - Professional Practice (Freelance/Agency) - 6 ECTS
 - Technical Elective IV - 6 ECTS
 - Creative Internship - 6 ECTS
-

Curriculum Structure

Structured across 8 semesters (30 ECTS each). Most courses are 6 ECTS unless otherwise noted.

Year 4

- Semester 7 (30 ECTS)**
- Advanced Studio: Personal Direction - 6 ECTS
 - UX Research & Testing - 6 ECTS
 - Portfolio Workshop II - 6 ECTS
 - Technical Elective V - 6 ECTS
 - Capstone I (Concept & Proposal) - 6 ECTS

-
- Semester 8 (30 ECTS)**
- Capstone II (Portfolio & Exhibition) - 12 ECTS
 - Design Entrepreneurship - 6 ECTS
 - Art Direction (Intro) - 6 ECTS
 - Final Critique & Presentation - 6 ECTS
-

Technical Elective Tracks

Choose at least 5 electives; focus on one track for specialization.

Track A — Graphic & Brand Design

- Advanced Branding
- Packaging Design
- Campaign Design
- Art Direction Studio

Track B — UX/UI & Product

- Interaction Patterns
- Accessibility Design
- User Research
- Design for Mobile

Track C — Illustration & Motion

- Character Design
- Storyboarding

- 2D/3D Animation (Intro)
- Motion Graphics Systems

Track D — Photography & Visual Storytelling

- Documentary Photography
- Photo Editing & Color
- Visual Journalism
- Exhibition Design

Studios & Facilities

Studios & Crit Rooms

Dedicated studio spaces for project work, critique sessions, and exhibitions.

Digital Media Lab

High-performance workstations with design, motion, and 3D software.

Photo & Lighting Studio

Backdrops, lighting kits, and equipment checkout for photography projects.

Print & Prototyping Shop

Large-format printing, screen printing basics, and prototyping tools.

Capstone & Portfolio Examples

- **Inclusive Wayfinding System**
Design a wayfinding and signage system with accessibility-first decisions.
- **Brand Identity for a Social Venture**
Create a full identity system, guidelines, and campaign materials.
- **Interactive Exhibit Prototype**
Design an interactive installation concept and prototype key interactions.
- **Portfolio as a Narrative**
Curate a cohesive portfolio story with a public exhibition and presentation.