Name of educational program: **Visual Communication (Advertising and Communication Design)**

Awarded Qualification: **Bachelor of Fine Arts in Visual Communication** / *BFA in Visual Communication*

Number of program credits: **180 credits**

Language of instruction: **Georgian**

Level of Higher Academic Education: **Bachelor's degree**

Type of educational program : **Academic**

Program description:

In our current world, effective visual communication is one of the most powerful and widespread forms along with the different variety of media. The mission of the Visual Communication Program is to provide youth with the best creative and practical knowledge for their personal development; intellectual, personal and professional success. The Georgian advertising/communication creative industry is very young, it has only been for 15 years on the map of world creative industries. The big idea behind the Visual Communication (Advertising and Communication Design) Bachelor's program is the development and strengthening of this industry likewise it was for its predecessor the Media Arts program (Audio-Visual and Media Arts Program). **The program envisages:**

- To learn and use visual tools in order to communicate different ideas, using traditional and new media. It includes creative solutions (commercial and non-commercial) and their implementation, based on art and design theories, combining innovative technologies, platforms and methods that create new forms of visual communication. The synergy of aesthetics, creativity, interpretation is connected to the generation of innovative ideas and the search/quest for alternative ways.

- To equip future professionals with relevant knowledge and skills, ethical norms and values for the production of visual content, using artistic methods, media and technologies. To ensure the formation of visual and creative thinking based on thematic research and analysis, the formation of ideas, innovative solutions to problems, based on understanding of fundamental issues and communication strategies through involvement of active industry leaders (art theoreticians, artists, graphic, digital designers, art directors, copywriters, creative directors, marketers, specialists in innovative technologies) in the educational process.
- To prepare competitive personnel as future creative leaders (Art Directors) who play proactive roles in the creative industry, influencing the growth rate and general dynamics of the creative economy. To equip the graduate with a variety of creative and technical skills, a professional creative portfolio, which

is the main criteria and international standard for employment in a multi-million-dollar industry. To bring up a graduate who contributes to the development of the Georgian "creative economy" and creative industry, by participating in international projects and competitions, it increases the awareness of the local industry at the international level.

Program Goals:

The goal of the bachelor's program in Visual Communication (Advertising and Communication Design) is:
- To provide a student with broad knowledge in art and visual communication (history, theory and culture as a set of events)
- To provide and develop a student's creative and conceptual thinking for innovative problem solutions (Design Thinking Toolkit)
- To teach a student method of combining art forms and visual media to implement innovative ideas
- To develop a student's strategic thinking ability and broad understanding of media (Everything is media)
- To develop the ability of a student to creatively use modern digital technologies, methods and techniques
- To develop a student's ability of formation of sectoral (professional) competences and transferable skills in compliance with the standards of professional ethics and academic integrity

Program Learning outcomes:

Based on the program objectives, the learning process is aimed at the achievement of learning outcomes and the development of key competences, which represent an essential, field-related multifunctional package, important for the personal achievement, development as well as social engagement and employment of the graduate.

Knowledge and awareness:

Greduate:
- **Outcome 1**: Describes the chain of events taking place in art, singles out/identifies and reviews socio-cultural and political processes and distinguishes the epochal, cultural, aesthetic aspects of the forms of expression. Defines the importance of art as a democratic medium and form of public expression in the formation of free, creative and critical thinking.
- **Outcome 2**: Combining the Art and communication forms in accordance with existing modern theories and current processes in the visual communication field, describes phases of the non-linear process of design thinking, such as problem discovery, investigation, materialization. Singles out the complex issues of this field.
- **Outcome 3**: Identifies and differentiates art forms (photography, typography, illustration, graphic and digital design, video, digital/interactive content, visual storytelling forms) and implementation methods as technical-technological tools (media, computer programs and technologies).
- **Outcome 4**: ·   Analyzes current processes in the advertising/communications creative industry, possibility of combining art forms, media channels and technologies for experimental visual communication projects and forges innovative multimedia approaches in line with contemporary trends.

Skills
Graduate:
- **Outcome 5**: Effectively selects media channels and digital technologies in the process of developing the visual forms of the concept, based on critical analysis; makes strategic decisions and creates multi-platform - relevant creative communication content (communication design and strategy, campaigns) according to the target group.
- **Outcome 6**: Collects information and conducts thematic research, identifies a problem, defines tasks, creates own strategic concept, makes creative decisions, plans a creative project, presents it in different ways. Clearly and clearly communicates own ideas through effective verbal and visual presentation.
- **Outcome 7**: Works effectively individually and a team member, ethically conducts professional activities, both from the perspective of a leader (Art Director) and a team member, implements and assigns/delegates tasks of various complexity, analyzes other people's opinions and logically formulates own strategic creative vision.

- **Outcome 8**: Creates a creative portfolio, has the ability to further develop and present it, uses existing platforms for personal public presentation and creates own platform.
- **Outcome 9**: Integrates the theoretical, technical and practical experience gained during the learning process (real projects implemented in the learning process, internship and personal project implementation period) to quest for innovative solutions, techniques and visual forms, in order to develop and implement creative ideas.

Responsibility and autonomy

Greduate:
- **Outcome 10**: Conducts professional activities in compliance with the requirements of professional ethics and principles of responsibility and establishes effective communication with interested parties using various forms and methods. Contributes to the development of the advertising, creative communication industry with his professionalism, organization, and motivation.
- **Outcome 11**: Recognizes and respects the role and importance of the profession determines and plans further need for individual education for professional development.

Goals / Outcomes	Comprehensive knowledge in art and visual communications (history, theory and culture as a set of events)	Creative and conceptual thinking for innovative problem solving (Design Thinking Toolkit)	Methods of combining art forms and visual media to implement innovative ideas	Strategic thinking and broad comprehensive of media (Everything is media)	Ability to creatively use modern digital technologies, methods and techniques	Formation of sectoral (professional) competence and transferable skills in compliance with the standards of professional ethics and academic integrity
Outcome #1	X		X	X		X
Outcome #2	X	X		X		
Outcome #3	X		X		X	
Outcome #4	X		X	X	X	X
Outcome #5		X	X	X	X	X
Outcome #6	X	X		X		
Outcome #7		X		X		X
Outcome #8	X	X	X		X	
Outcome #9	X		X		X	X
Outcome #10		X				X
Outcome #11	X		X	X		X

Industry cooperation experience and opportunities:

Creative agencies involved in the implementation of the program and lecturers with international practical experience play an important role in achieving the goals of the Bachelor of , as they constantly contribute to the development of students, assist in finding jobs at students' agency or independent employment (per project job); they help to improve the quality of the portfolio, which is very important for a professional in this field and it is a prerequisite for international recognition or employment of the graduate. In addition, the administration, lecturers and companies engage students in real projects and competitions (annual Portfolio Review for co-funding, real customer relations, extra-curricular activities) during their studies. Students have an opportunity to work on real briefs and participate in international competitions. They are encouraged to take a critical approach to commercial briefs, research, strategize and make unorthodox creative decisions, to ponder over the relationship between context and innovation. It is important to have regular meetings with invited guests from the creative industry (Agency Day), they share the industry vision with students, inform them about the world trends, and discuss the latest cases. During their studies, students carry out creative projects and create student portfolios with the involvement/assistance of administration, companies and lecturers. In the final VI semester of the program (practical component), the student demonstrates the acquired knowledge, experience and technical skills, and ability of their practical application, which implies mandatory training in creative agencies, design studios and advertising production companies. The student works full-time in a creative group in accordance with the schedule established by the agencies and the direct supervisor during the training practice/internship period and is involved in ongoing projects in accordance

with the assigned position. At the same time, the student works on a personal project under the mentorship of the creative team of the company, simultaneously enriching his professional portfolio.

An important part of the program is extra-curricular activities, which held within the ART FACTORY of GIPA:
- Annual Portfolio Review to obtain funding, which is classified in 3 categories, BEST PORTFOLIO: Grade A, Grade B, Grade C.
- Art Directors Scholarship, a fund of media art graduates (art directors, designers) and is managed by a representative, trusted team, which awards scholarships independently by their own decision.
- Cooperation with real customers, within the framework of optional laboratories and student agency Art Factory.
- Monthly Agency Day, where students meet representatives of various creative agencies to discuss the world's best examples, as well as to share, discuss and analyze Georgian advertising or branding projects.
- Student category of local and international competitions, creative projects Young Lions Competition www.marketer.ge/category/cannes-lions/, www.youngglory.com, www.red-dot.org/bcd www.dandad.org www.dandad.org/profiles/jury/90138/future-impact-2022/?fbclid=IwAR02i6AV-ZDosqDBzt3NG6i-aNlZD-jOoWyZKMQMuee2ZfJzOKXuZgDPejc https://www.dandad.org/en/d-ad-new-blood-awards/

Preconditions for admission to the program:

A person, holding a document certifying complete general education or its equivalent document issued in Georgia, is eligible to study at Bachelor's Visual Communications Program, based on the results of unified national exams and internal creative competition.
 An applicant interested in the program passes Georgian language and literature, foreign language – English, within the framework of national exams.
At least one optional subject to be selected and passes by the applicant, for the qualification of visual communication, according the Annex N3 of the Order N19/N of February 18, 2011 issued by the Minister of Education and Science of Georgia on the approval of the regulations for conducting unified national exams and the regulations for the distribution of state grants for education.
The minimum level/threshold of competence in the English language exam is 50%.
Admission/enrollment of a student to the Bachelor Programs without national exams is conducted in accordance with the current legislation of Georgia and the Ministry of Education and within the established time limits for:
a)   a citizen of foreign countries or stateless persons holding complete general education document or its equivalent issued in a foreign country;
b)   a citizen of Georgia who received full general education in a foreign country or its equivalent education and who studied in a foreign country in the last 2 years of full general education;
c)   a citizen of foreign countries (except for students participating in a joint higher education program and students participating in an exchange education program), who study/studied and received credits/qualifications in a foreign country in a higher education institution recognized in accordance with the legislation of this country;
d)   a citizen of Georgia (except for students participating in the joint higher education program and students participating in the exchange education program), who live/lived, study/studied and received credits/qualifications in a foreign country in a higher educational institution recognized/accredited in accordance with the legislation of this country.
Enrollment in the educational program is also possible through the mobility regulation, in accordance with the rule of transfer from a higher educational institution to another higher educational institution approved by the order of the Minister of Education and Science of Georgia dated February 4, 2010 N10/N.

__Applicants to this program willing to use the mobility regulation, without passing unified national exams, will have to pass a creative competition.__

For detailed information about the creative competition, see the regulation of the creative competition

__Teaching-Learning methods__:

☒ Lecture

☒ Group work

☒ Practical work

☒ Seminar

☒ Teaching with Electronic resources

☐ E-learning

☒ Other

__Knowledge evaluation system:__

Acquiring the educational component provided by the undergraduate educational BFA in Visual Communication (Advertising and Communication Design) program pays attention and takes into account the active participation of a student in the teaching process and is based on the principle of continuous evaluation of the gained knowledge. During the implementation of the undergraduate educational program of Visual Communication, the level of achievement of the student's learning outcome is evaluated according to the evaluation system approved by the order of the Minister of Education and Science of Georgia dated January 5, 2007 N3.Evaluation of achievement level of the student's learning outcome in each educational component of the Visual Communication Program is conducted with the eccepted evaluation form — midterm (one-time or multiple) and final exams assessed in points, the sum of which makes final evaluation score equal to 100 points.

Midterm and final assessment (evaluation forms) include assessment component(s) that determine the method/methods of evaluation of the student's knowledge and/or skills and/or competencies (oral/written exam, oral/written survey, homework, practical/theoretical work, etc.). The assessment component combines uniform assessment methods (test, essay/essay, demonstration, presentation, discussion, performance of practical/theoretical task, work in working group, participation in discussion, etc.). The evaluation method/methods are measured by the assessment criteria or the measurement unit of the assessment method, thereby determining the level of achievement of the learning outcomes. Each evaluation form and component has a specific share of points allocated from the total evaluation score (100 points) in the finals, which is inscribed in the syllabus and communicated to the student at the beginning of the academic semester. Credit is not awarded in case of only one form of assessment (midterm or final exam). Credit is awarded only for a positive assessment.During the implementation of the undergraduate educational program of Visual Communication, the share of the minimum competence threshold of student's midterm and final evaluation is reflected in the specific syllabus and is communicated to the student at the beginning of the academic semester.

The evaluation system has:

Five types of positive evaluation:

(A) excellent — 91-100 assessment points;
(B) very good — 81-90 points of the maximum assessment;
(C) good — 71-80 points of the maximum assessment;
(D) satisfactory — 61-70 points of maximum assessment;
(E) sufficient — 51-60 points of the maximum assessment.

Two types of negative evaluation:

(FX) did not pass — 41-50 points of the maximum assessment, which means that the student needs more work to pass and is allowed to take one additional exam after independent work on the subject;
(F) failed — a maximum grade of 40 points or less, which means that the work done by the student is not sufficient and he has to retake the course and the exam.

In case of FX result, an additional exam is scheduled within 5 calendar days after the announcement of the final exam result. The number of points gained in the final evaluation is not added to the grade received in the additional exam. The grade of the additional exam is the final one for the educational component of the course of the Visual Communication (Advertising and Communication Design) educational program. In case of receiving 0-50 points in the additional final exam of the educational component, the student is assigned an F-0 score.

Calculation of the Grade Point Average (GPA) is a component of the student's knowledge assessment system. GPA is calculated by multiplying the earned grade in each course, provided by the educational program, by the credit of the same subject. A component of the student's knowledge assessment system is the calculation of the average indicator (GPA). The student's grade point average (GPA) is calculated by multiplying the grade received by the student in each subject provided by the educational program by the credit of the same subject. The product of subjects and credits is summed up and then divided by the total number of credits of subjects passed.

The weighted average grade calculation indicator is as below:
A = 4
B = 3, 2
C = 2, 4
D = 1, 6
E = 0.8

Employment field:
Graduates of the BFA in Visual Communication (Advertising and Communication Design) program will be employed in the creative industry: creative agencies, digital creative agencies, design studios; In advertising production studios, photo, video, animation studios, as well as in the business sector, in positions where the master's degree is not mandatory. At the same time graduates have an opportunity to be self-employed, as they have developed creative and technical skills such as Adobe Creative, Blender, Readymag-design tools for the web, during their education period. A key priority of the program is to meet international quality standards, therefore the graduates possess all the necessary knowledge and skills in order to get a job or an internship at the international level. Open creative personal and/ existing platforms https://www.behance.net/ https://dribbble.com/ (and others) encourage them to share their works and portfolios, participate in international

competitions and become successful creative leaders in the field (Art Director). Additionally, at the end of the program, students create their own platform/portfolio to express and present their individual identity.

Possibility of continuing education:
A graduate BFA in Visual Communication (Advertising and Communication Design) Bachelor educational program is eligible to continue education in the higher educational institutions of Georgia or Foreign Higher Educational Institutions in the Master's program in any direction, if the preconditions for admission to this program is not limited to a bachelor's degree in another specialty.

Human resources required for program implementation:
The BFA in Visual Communication (Advertising and Communication Design) is implemented with sufficient human resources. The educational components provided by the educational program are led by the university's academic staff, as well as invited lecturers with appropriate experience and competences. Additional information on human resources can be found in Appendix No. 2.

Material resources required for program implementation:

The University infrastructure as well as material and technical resources available at the University for the students are sufficient to achieve the learning outcomes of the BFA in Visual Communication (Advertising and Communication Design) program. The students can use without restrictions:

- Training auditoriums equipped with appropriate equipment;
- Library equipped with computer equipment and information and communication technologies;
- Computer laboratory, computer equipment connected to the Internet and internal network and adequate computer programs for the learning/teaching processes;
- Photo laboratory/studio with appropriate equipment;
- Various technical devices for photo and video shooting etc.

The University library provides essential services to the students and offers appropriate literature to the program students along with electronic textbooks relevant to the syllabus, educational-methodical and scientific literature, as well as the library's database and the electronic catalog posted on the university's website. The material resources owned by the University ensure the implementation of the objectives of the educational program of BFA in Visual Communication (Advertising and Communication Design) program and the achievement of its learning outcomes.

Buildings - the BFA in Visual Communication (Advertising and Communication Design) Bachelor's program
is carried out in the buildings owned by the University (2 Marie Brosset street,Tbilisi), where sanitary-hygienic and safety norms are observed (alarms are installed in the buildings, there are fire extinguishers, video control is carried out on the perimeter, order is maintained by the university security guard). The building fully meets the technical requirements established for higher educational institutions, including its auditoriums for lectures and practical classes, which are equipped with appropriate equipment and inventory (projector, chairs, desks, blackboards, etc.).

Library - The University library chronicles print and electronic collection relevant to the Audiovisual Arts educational program, which is accessible to students, guest lecturers and academic staff. In the reading room, students have the opportunity to use the Internet and international electronic resources (EBSCO; JSTOR; Cambridge Journals Online, eDuke Journals Scholarly Collection, Edward Elgar Publishing Journals and Development Studies e-books; ImechE Journals; New England Journal of Medicine; Openedition Journals; Royal Society Journals Collection; SAGE Premier. The university library has an electronic catalog.

Work space for academic staff - The working space of academic personnel is equipped with the relevant inventory and technical equipment (chairs, tables, wardrobes, computers with access to the internet, Xerox multifunctional machine etc.).

Information and Communication Technologies -The University uses information and communication technologies to facilitate the implementation and administration of the BFA in Visual Communication (Advertising and Communication Design) Bachelor's program. It uses software appropriate for the educational program. The existing computer equipment meets the modern requirements, is connected to the Internet and is accessible to students, academics, visiting lecturers and administrative staff. Electronic system – lmb.gipa.ge – is used for evaluation of student's knowledge and coordination of teaching process. The system provides students with access to assessments, facilitates the control of academic attendance and the learning process in general. The University ensures publicity and accessibility of information about the educational programs and the learning process through the web-page.

Heads of the program:

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Structure and description of the educational program:

The educational program consists of **six (6) semesters**, during which the student earns 180 credits.

The program structure consists of 10 sections/ (parts) spread over the six semesters. The structure of the program courses, during the first two (2) academic is as

During the first 2 academic years, the structure of study courses is presented below:

Two theoretical or theoretical-practical courses during the semester (16 weeks), as well as an intensive educational course grouped into sections (duration 8 weeks, 16 meetings), out of which sections #1,3,5,7 include 1-8 weeks of teaching, and sections #2, 4, 6, 8 are conducted for 9-16 weeks. And, in the third academic year, in the V semester, students move to the 9th section, and in the VI semester, the 10th section.

The program develops gradually from simple to complex and has 3 stages of learning:

First stage (I-II semester) 68 credits - mandatory basics (Introduction to VC, Introduction Creative, Introduction Tech skills)The introductory part encourages students to develop a visual experimental approach. The student acquires communication skills, the potential of modern visual communication, ways of creating images using appropriate software, through a series of specific topics. Field trips to museums, galleries, and festivals help them to understand what they have learned. Among them is:

*English - 8 credits English is mandatory for students who demonstrate language knowledge at the B1/B2 level as a result of the pretest, as for the FCE, CAE

level students a certificate exam will be scheduled for them separately.

Second Stage (III-VI semesters) 59 credits - Mandatory professional (Development Creative, Development Tech skills)
A challenge when students develop strategies, visual graphics, digital, video and interactive content in accordance with the values of commercial and non-commercial products, services or brands using different communication channels and technologies.

Third Stage (V-VI semester) 33 credits - Professional experience (Advanced Creative, Advanced Tech skills, Leadership)
The final phase when students work on real projects/briefs worked out together with our partner companies. At this stage, students present their own creative vision as creative leaders (Art Director) (23 credits). At the same time, students create professional portfolios, participate in mandatory internships in partner (or non-partner) agencies of the program and work on personal projects during the internship (practical component 10 credits).

Free credits - 20 credits Student, (at the third stage of education), chooses subjects or modules of interest from the program (12 credits) or the ones offered by the other bachelor's programs of the University (8 free credits). For English FCE CAE level students, exempted from the language courses, have to earn correspondingly **8 credits** in free electives.

				ECTS Credit/Hour [1] credit 25 hour						Student's Work Load	
Subject load of the BFA in Visual Communication (Advertising and Communication Design) subject load of the bachelor's educational program				I year		II year		III year		Contact Hours	Independent Work Hours
				SEMESTER							
N	COURSE CODE	PREREQUISITE	SUBJECT	I	II	III	IV	V	VI		
FCL VC 101-VC 208 Mandatory Basics											
1	VC 101	NONE	World Art	4						32	68
2	VC 102	NONE	Visual Langue part 1	4						48	52
SECTION 1[1]											
3	VC 103	NONE	Digital Photography	4						32	68
4	VC 104	NONE	Drawing	4						32	68
5	VC 105	NONE	**Adobe LAB 1** Digital imaging with Adobe Photoshop Moving image with Adobe Premier Pro	3						48	27
SECTION 2											
6	VC 106	NONE	Visual Storytelling (D&AD)	4						32	68
7	VC 107	NONE	Experiments in Video Art	4						32	68
8	VC 108	NONE	Communication Skills Part 1 concept & academic writing	3						32	43
				30							
9	VC 201	VC 101	Contemporary Art		4					32	68

[1] Thematically connected mandatory courses

N	COURSE CODE	PREREQUISITE	SUBJECT	I	II	III	IV	V	VI	Contact Hours	Independent Work Hours
10	VC 202	VC 101 VC 102 VC 103 VC 104 VC 105	Visual Language Part 2		4					48	52
SECTION 3											
11	VC 203	VC 102 VC 104 VC 105 VC 106	Graphic Design/Theory & Practice		4					48	52
12	VC 204	VC 102 VC 104	The Art of Typography		4					32	68
13	VC 205	VC 105	**Adobe LAB 2** Vector imaging with Adobe Illustrator Motion graphics with Adobe After Effect		3					48	27
SECTION 4											
14	VC 206	VC 106	Strategic Branding		4					32	68
15	VC 207	VC 102 VC 104 VC 105 VC 106	Visual Branding		4					32	68
16	VC 208	VC 108	Communication Skills Part 2 presentation & Performance		3					32	43
					30						
M / VC 1	PRETEST		English language 1 (B1.1, B2.1)	4						48	52
M / VC 2	M / VC1		English language 2 (B1.2, B2.2)		4					48	52
				4	**4**						
PORTFOLIO REVIEW											

Subject load of the BFA in Visual Communication (Advertising and Communication Design) subject load of the bachelor's educational programѕ				ECTS credit/hour 1 credit 25 hour						Student's Work Load	
				I year		II year		III year		Contact Hours	Independent Work Hours
				SEMESTER							
N	COURSE CODE	PREREQUISITE	SUBJECT	I	II	III	IV	V	VI		
MP VC 301- VC 408 Mandatory Professional											

16	VC 301	FCL VC101-208	Theory & Practice in Creative Communication Part 1 from contemporary art to advertising			4				32	68
17	VC 302	FCL VC101-208	Studio practice/Adobe Advanced			4				48	52
SECTION 5											
18	VC 303	FCL VC101-208	Art Director Part 1			4				32	68
19	VC 304	FCL VC101-208	Copywriter Part 1 - Writing to Influence			3				32	43
20	VC 305	FCL VC101-208	Photo editing, retouching and manipulation			3				32	43
SECTION 6											
21	VC 306	FCL VC101-208	Marketing Landscape and Trends			3				32	43
22	VC 307	FCL VC101-208	UI/UX & WEB Design			4				48	52
23	VC 308	FCL VC101-208	Innovation & Cyber Culture			4				48	52
						29					
23	VC 401	VC 301 VC 302	Theory & Practice in Creative Communication Part 2 From silent film advertising				4			32	68
24	VC 402	VC 302	2D, 3D Motion Graphics & Design				4			48	52
SECTION 7											
25	VC 403	VC 302 VC 303 VC 306 VC 307	Art Director Part 2				4			32	68
26	VC 404	VC 304 VC 306 VC 307	Copywriter Part 2 - Writing to Influence				3			32	43
27	VC 405	VC 302 VC 303 VC 304	Storytelling & AD Video Production				4			48	52
SECTION 8											
28	VC 406	VC 301 VC 303 VC 304 VC 306 VC 308	Communication strategy				4			32	68
29	VC 407	VC 306 VC 307 VC 308	Advertising Channels & Media				3			32	43
30	VC 408	FCL VC101-208 VC 306 VC 307 VC 308	Creative Digital Project				4			48	52

									30		

PORTFOLIO REVIEW

Subject load of the BFA in Visual Communication (Advertising and Communication Design) subject load of the bachelor's educational programs				ECTS Credit/Hour 1 credit 25 hour						Student's Work Load	
				I year		II year		III year		Contact Hours	Independent Work Hours
				SEMESTER							
N	COURSE CODE	PREREQUISITE	SUBJECT	I	II	III	IV	V	VI		
PA VC 501- VC 505 Professional Experience /Advanced											
SECTION 9											
31	VC 501	MP VC 301-408	Creativity/ Advanced					5		45	80
32	VC 502	MP VC 301-408	Visual Communication of Brands / Advanced					5		45	80
33	VC 503	MP VC 301-408	Portfolio Development					4		30	70
34	VC 504	MP VC 301-408	Creative Director/Creative Process Management					5		45	80
35	VC 505	MP VC 301-408	Boot Camp / Leadership					4		30	70
								23			
FINAL PORTFOLIO REVIEW											
SECTION 11											
36	VC 601	PA VC 501-505	Practical Component/ Internship & Personal Project/FINAL REVIEW						**10**	150	100
ELECTIVE COURSES² **20**											
FREE ELECTIVE COURSES								**8**			
PROFESSIONAL ELECTIVE COURSES								**12**			
1	ELT VC 01	NONE	Intellectual Property Law (for creative industries)					4		24	76
2	ELT VC 02	NONE	History of Film					4		36	64
3	ELT VC03	MP VC 301-408	Brand Communication/ Advanced LAB					12		78	222
4	ELT VC 04	MP VC 301-408	Graphic Design / Advanced LAB					12	12	93	207

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² Student accumulate 20 elective credits, (8 credits)with free electives and mandatory electives (12 credits). Students are eligible to choose courses from other bachelor programs of the University.

5	ELT VC 05	MP VC 301-408	Start-up LAB										12	83	217
6	ELT VC 06	MP VC 301-408	AD Photography/ Advanced LAB										8	64	136
7	ELT VC 07	FCL VC 101-208	Video Essay										4	36	64
8	ELT VC 08	MP VC 301- 408	Coding for Creatives										4	36	64
9	ELT VC 09	NONE	Audio Branding										4	24	76

Curriculum Map

Outcomes FCL VC 101-VC 208 mandatory basics	outcome #1	outcome #2	outcome #3	outcome #4	outcome #5	outcome #6	outcome #7	outcome #8	outcome #9	outcome #10	outcome #11
world art	I	I	I	I		I					
visual language Part 1	IC	I	IC	I		IC	I	I			
digital photography		IC	IC	IC		IC	I	I			
drawing	IC	I	IC		I	I	I	IC			
Adobe LAB 1			I	I	I			I	I		
visual storytelling (D&AD)	IC	IC	IC			IC	IC	IC	I		
experimental video art	IC		IC	IC		IC	I	IC	I		
communication skills part 1 academic and concept writing		I				IC	I			I	
contemporary/ modern art	D	D	D	D		D	D	D			I
visual language part 2	D	IC	D	IC		D	IC	IC			I
graphic design/ theory and practice	D	IC	IC	IC		IC	IC	D		I	
The art of typography	I		IC			IC	IC	D		I	
Adobe LAB 2			D	D	D			D	D		
strategic branding		I	IC		IC	IC	IC			I	
visual branding	D	D	D	IC	IC	D	D	D	IC	IC	
communication skills part 2 presentation and performance		D			D	D	IC		IC	I	
M/VC 1 English Language						I					

M/VC 2 English Language						D					
MP VC 301- VC 408 mandatory professional											
theory and practice in creative communication part 1 1 *from contemporary art to advertising*	CD	CD	CD	CD		CD					D
Studio practice/Adobe advanced			CD	CD	CD				CD	CD	
Art Director part 1		D	D	D	D	D	D	CD	D	D	D
Copywriter part 1		D		D	D	D	D			D	D
Photo editing, retouching and manipulations			CD	CD	CD		D	CD			
Marketing environment and trends		D	D		D	D	D				
UX & web design			D	CD	CD	CD			CD	D	
Innovation and cyber culture	D	D	CD	CD		D	D		CD	D	
Theory and practice in creative communication Part 2 *From silent film to advertising*	CD	CD	CD	CD		CD	IC				D
2D, 3D Motion graphics and design			CD	CD	CD			CD			
Art Director part 2		CD	CD	CD	CD	CD	CD	D	D	D	D
Copywriter part 2		CD		CD	D	CD	CD			D	D
Storytelling and Ad video production			CD	CD	CD	CD	D	CD	CD	D	
Communication strategy		D	CD		D	D	CD	CD	D		
Advertising channels and media		CD		CD	D	CD		D			
Creative digital project		D	CD	CD	CD	CD	D	CD	CD	D	
PA VC 501- VC 601 professional experience/Advanced											
Creativity/ Advanced	CA	CA	CA	CA	A	A			A	CA	CA
Visual communication of the brand/ Advanced		A	CA	CA	CA	A	A	CA	A	A	A
Portfolio Development			CA	CA	CA		CA	CA	CA	A	A
Creative Director/Creative Process Management		CA	CA	CA	CA	CA	A		A	CA	CA
Boot Camp / leadership				A	A	CA	CA		A	A	A
Practical component/internship and personal project/FINAL REVIEW	CA	CA	CA	CA	CA	CA	CA	CA	CA	CA	CA

Annex #1

Name, Surname	Nino Liparteliani		
Position	Head of Visual Communication (Advertising and Communication Design) Bachelor's program		
Company	NNLE GIPA – Georgian Institute of Public Affairs		
Contact Information	Phone:	+995 551975475	E-Mail:	n.liparteliani@gipa.ge
SEMINARS AND CURATORIAL PROJECTS	2023-2010 Curator of the GIPA's Art Factory group projects Innovation projects, Curator, Techno park. Porolio Review Tbilisi - for all Georgian Young Creaves Workshop - Contemporary Product Design Seminars GIPA with Georgian Film Centre CG Mullab projects – Artists for Artists, Animation Trends, TOT, 2D design and 3D Printing InternationalInternational Workshop-GIPA and Advertising Agency "Voskhod", Tbilisi, Georgia Training - Design for small business/brands – Telavi, Georgia. Internaonal Workshop -Adversing Strategy, GIPA and Creave Agency BBDO, Tbilisi, Georgia Internaonal Workshop - Creavity, GIPA and Wordshop-School of Communicaons and Miami AD School, Signagi, Georgia Internaonal Workshop-Ad Strategy, Creave Direcon, Art and Design ; GIPA and BBDO, Design Depot, Mccann, Tsinandali, Georgia Seminars - Graphic Design Theory; Tbilisi, Georgia Seminars - Urban Development; Tbilisi, Georgia Seminars - Advertising Strategy, Branding, Art Direction; Tbilisi, Georgia Parajanov's Courtyard, Curator, Art Director, granted by OSF Tbilisi, Georgia ; Famous Portrait, group exhibition, Curator, Tbilisi, Georgia All About my Grandmother, group exhibition, Curator, Tbilisi, Georgia ;		
DESIGN PROJECTS AND EXHIBITIONS	2022- Contemporary Product Design/DesignScolio Tallinn Building and Interior Exhibion,Tallinn, Estonia 2022- DesignScolio at XVII Disainiöö / Tallinn Design Fesval, Tallinn, Estonia 2021- Contemporary Product Design/DesignScolio Tallinn Building and Interior Exhibion, Tallinn, Estonia 2021-DesignScolio at XVI Disainiöö / Tallinn Design Fesval, Tallinn, Estonia. 2020 – Contemporary Product Design Exhibion, Telliskivi, Tallinn, Estonia. 2019 - Contemporary Product Design Exhibition [TAF Tbilisi Art Fair Design Objects, Design Georgia, MOMA Tbilisi.2010](#) – 2008 BIO ART, Art Director, Tbilisi, Georgia ; Scenography, TV Project, Batumi, Georgia Make Music, Art Director, Tbilisi, Georgia ; International Earth Day, Creative Director, Granted by Green Space, Tbilisi Georgia ; Scenography, Crazy 2, Tbilisi, Georgia ; Creave Hats Fesval – internaonal exhibion ; Nouburg, Germany ; Cultural network, Collaborative Art project in Caucasus Region Supported by EU Cultural Program, Baku, Azerbaijan 2008-2001 Fashion shows F/W S/S Collecons, Art Director, Designer, Tbilisi, Georgia ; 2000-1997 Ceramic Sculptures, Designer, USA Embassy, Tbilisi Georgia ; Ceramic Soul, Designer, Tagis Art House, Tbilisi Georgia ; Ceramic Sculptures, Designer, TMS Gallery Tbilisi Georgia ;		

Name, Surname	Nino Gedevanishvili			
Position	Head of Visual Communication (Advertising and Communication Design) Bachelor's program			
Company	NNLE GIPA – Georgian Institute of Public Affairs			
Contact Information	Phone:	+995 577449397	E–Mail:	n.gedevanishvili@gipa.ge

Dissertation & Research	1982-1987 Tbilisi State Academy of Art, Department of Art History and Theory 1985 Internship: The State Hermitage Museum 1993 Moscow, Institute of Modern Art History, Pre Doctoral Research-Sociological Concepts of Modern Art 2004 Special Program on Arts School Management INTERNATIONAL VISITOR PROGRAM (USA) 2004 ENCATC program in Cultural Management ,Certificate of Caucasus University, Tbilisi 2005 Training in Museum Management/ Organized by Smithsonian Institution and GNM/ Tbilisi, Georgia 2004-2006 Doctoral Thesis, Tbilisi State Academy of Art, Shota Rustaveli Theatre and Film University 2008 Museum education research program at the Smithsonian Institution's the Office of Policy and Analysis/ Washington, D.C. USA
Publications	2022 Contemporary Art (GIPA eBooks.gipa.ge) 2021 "Art and activism"/ 4 lectures/Artarea/Tv2.0 2020 The COVID-19 pandemic - Artists' response http://blog.radiogipa.ge/?p=5161 2020 Coronavirus Pandemic As A Trigger for Creative Initiatives ICOM ICR 2020 2018 OUTREACH PROGRAMS AS CULTURAL ACTION IN MUSEUMS /THEMATIC PAPERS/ ICOM CECA ANNUAL CONFERENCE 2014 The Georgian Institute of Public Affairs (GIPA) Art and Politics "Art and Politics" course textbook 2014 Betrayed Vows - The Double Wake of Museums https://www.youtube.com/watch?v=s-l5v_Ebwdw Artists vs. Authoritarian Bastions https://www.youtube.com/watch?v=h9V_dKGqSY4&t=96s 2010 Museums as LifeLong Learning Spaces for Intercultural Dialogue Dialogue/The publication was prepared and released in the framework of the A-MUSE-ALL project and funded by the EU and the government of the Federal Republic of Germany/ 2010 Museum and Education /Handbook for museum educators /ISBN 978-99940-980-1-9/ The publication was prepared and released in the framework of the A-MUSE-ALL project and funded by the EU and the government of the Federal Republic of Germany 2010 Museums and the challenges of the 21st century /ISBN 978-99940-980-1-9/ The publication was prepared and released in the framework of the A-MUSE-ALL project and funded by the EU and the government of the Federal Republic of Germany 2009 A Study of Education at the Smithsonian Institution Office of Policy and Analysis August, 2009 2008 Catalog "Evolutionary Gender in visual Culture before and after Sovietization in Georgia" 2007 Book about Irina Shtenberg / ISBN 978-9941-0-0056-0 2007 Higher Arts Education and Bologna Process /Helpful Methodological Materials in Higher Arts Education) Co- editor, [ISBN 978-99940-898-0-2] 2007 Catalog "Gender and ART" prepared within the framework of UNDP, "Gender&Politics in the South Caucasus 2006 Gedevanishvili, Nino TRADITIONS AND TRANSFORMATION, Georgian State University of Theatre and Film [ISSN 1512-2077] 2005 Reborn Names, Georgian University of Theatre and Film [ISBN 99940-0-888-9] 2003 Gedevanishvili, Nino A survey of the works of Irina Shtenberg 1920 – 1930, Tbilisi State University, Collected Papers, Study Of Art #5 [ISSN 1512-2034]

Program Personnel

	Academic & Invited Personnel	Status	Core & Elective Courses
1	Vakhtang Khoshtaria	Associate Professor	World Art
2	Sopio Cherkezishvili	Professor	Visual Language Part 1
3	Dimitri Chikvaidze	Invited Lecturer	Digital Photography Ad Photography/ Advanced LAB (ELT)
4	Tamar Gedevanishvili	Associate Professor	Drawing
5	Mirian Kenia	Invited Lecturer	● **Adobe LAB 1** ● **Adobe LAB 2** ● Studio Practice /Adobe Advanced
6	Giorgi Popiashvili	Professor	● Visual Storytelling (D&AD) ● Portfolio Development
7	Teimuraz Tetrashvili	Invited Lecturer	Experiments in Video Art
8	Nino Gedevanishvili	Professor	● Contemporary Art ● Theory and practice in creative communication part 1 from contemporary art to advertising
9	Nino Liparteliani	Associate Professor	● Visual Language Part 2 ● Start-up LAB (ELT)
10	Levan Ratishvili	Associate Professor	● Graphic Design/Theory & Practice ● Graphic Design LAB/Advanced (ELT)
11	Kakha Kakhadze	Invited Lecturer	● Graphic Design/Theory & Practice ● Graphic Design LAB/Advanced (ELT)
12	Ana Sanikidze	Assistant Professor	● The Art of Typography ● Graphic Design LAB/Advanced (ELT)
13	Tamar Kurashvili	Invited Lecturer	Communication Skills Part 1 concept & academic writing
14	Giorgi Imerlishvili	Invited Lecturer	● Strategic Branding ● Graphic Design LAB/Advanced (ELT) ● Brand Communication / Advanced LAB (ELT)
15	Shalva (Buba) Radiani	Professor	Visual Branding
16	Irina Bregvadze	Invited Lecturer	● Communication Skills Part 2 presentation and performance ● Boot Camp / Leadership (ELT)

17	Giorgi Maghradze	Invited Lecturer	Art Directior Part 1 & 2
18	Giorgi Avaliani	Assistant Professor	• Copywriter Part 1 & 2 • Creative Digital Project / Advanced
19	Rusudan Osiashvili	Invited Lecturer	• Photo editing, retouching and manipulation • AD Photo / Advanced LAB(ELT)
20	Giorgi Topuria	Invited Lecturer	• Marketing Landscape & Trends • Start-up LAB (ELT)
21	Ekaterine Kipiani	Invited Lecturer	• Communication Strategy • Creativity/Advanced
22	David Makaridze	Associate Professor	• Innovation & Cyber Culture • Coding for Creatives (ELT)
23	Nino Gordeladze	Invited Lecturer	Theory & Practice in Creative Communication Part 2 From silent film to advertising
24	Giorgi Velijanashvili	Invited Lecturer	2D, 3D Motion Graphics & Design
25	Tamar Gusharashvili	Invited Lecturer	• UX & WEB Design • Creative Digital Project/ Advanced
26	Giorgi Vasadze	Invited Lecturer	• UX & WEB Design • Visual Communication of Brands / Advanced
27	Temo Kvinikadze	Invited Lecturer	Advertising Channels & Media
28	Valerian Kirkitadze	Associate Professor	AD Video Production
29	Tornike Areshidze	Invited Lecturer	Creative Director/Creative Process Management
30	Tinatin Stambolishvili	Associate Professor	• Boot Camp / Leadership • Brand Communication / Advanced LAB (ELT)
31	Akaki Razmadze	Assistant Professor	Graphic Design LAB/Advance (ELT)
32	Aleksandre Gabunia	Invited Lecturer	Brand Communication/ Advanced LAB (ELT)
33	Dinara Maghlakelidze	Professor	History of Film (ELT)
34	Tinatin Nachkebia	Assistant Professor	Video Essay (ELT)
35	Zviad Mghebrishvili	Invited Lecturer	Audio Branding (ELT)
36	Tinatin Dgebuadze	Invited Lecturer	English Language
37	Levan Nanobashvili	Invited Lecturer	Intellectual Property Law (for creative industries) (ELT)