Name of the Educational Program: Bachelor's Program in Audio-Visual and Media Arts

Qualification to be awarded: Bachelor of Arts with identification of specialization

Specialization - in Media Art
Specialization - in Audio-Visual Art

Amount of Program in Credits: 240 credits

Language of Instruction: Georgian

Level of Higher Education: Bachelor's Degree

Type of the Educational Program: Academic

Purpose of the Program:

The goal of the Audio-visual and Media Art program is to equip students:
- Fundamental education in Visual Arts, as a necessary basic knowledge for specialization
- Creative, Technical and Professional skills in frame of specialization.

By the disciplines of specialization:
Media Arts specialization aims to develop:
- Creativity and Concepting skills - Creative concept formation, Idea generation and development, creative and analytical thinking.
- Visual Communication skills - Use graphic and digital design, video content creation and visual storytelling in creative projects.
- Strategic decision-making skills - Structural creative thinking for concept development, select and use media channels and digital technologies for a specific project or brands, planning and management of integrated campaign, and the critically evaluating of the results, Professional ethics ability.
- Technical skills - Selecting and creative use of contemporary digital, information and communication technology methods and techniques for the specific projects.
- Transferable skills - demonstration of knowledge and skills, creation and execution of ideas, planning campaigns, understanding consistent project development, critical evaluation of the work. Professional relations with colleagues and customers, effective, productivity and accountability in the team. Effective and professional presentation of advertising concepts, plans, proposals and issues in compliance with formats and deadlines.
Media Arts student will be able to:
- Find occupation in the creative industry. Versatile creative and technical skills will favor their employment opportunities in a multimillion industry, run distant international

projects, and participate in international competitions.
- Contributing to the development of Georgian advertising industry, with the participation in International projects and competitions to increase the industry's awareness on the international level.

To achieve the goal: Creative agencies and lecturers with international experience involved in the implementation of the Program provide constant support in students' professional development and play a big role in their employment in agencies or self-employment, help them improve their portfolio quality, which is very important for the specialists of this field to gain international recognition. Besides, administration, lecturers and companies engage students in real projects or competitions (Young Lions Competition, Portfolio Review) in the process of studies, in dealing with real clients, independent "extra-curricular" creative projects with the ultimate goal to create professional portfolio.

With the help of the administration, companies and lecturers, students can convert an ideas into reality and create a student portfolio. In the final VIII semester (practice/internship) of the program, student demonstrates the knowledge, experience and technical skills, which implies the idea of creative campaign, planning, working in the creative team, idea development and execution, during the internship. It also creates/performs a professional portfolio.

Audio-visual Art specialization aims to develop:
- Creative abilities – Awareness of traditional and contemporary forms of visual storytelling.
- Practical Implementation – Awareness about the development stages of the audio-visual project. Is acquainted with the particularities of the local and international funding systems.
- Audio-visual communication skills - Ability to judge potential of the project and its relevancy towards the market needs.
- Technical Skills – Relevant technical skills for creation of audio-visual work (Camera, Sound, Editing, and Post-Production etc).
- Transferrable skills – Ability to demonstrate the knowledge and skills, practical usage, effective professional communication, ability to work hard and with responsibility within the team, effective presentation of the creative project concepts, proposals and production plans, consideration of the deadlines and various formats.

Audio-visual Art student will be able to:
- Discover the forms and ways of self-expression, get acquainted and learn the diverse forms and genres of visual expression, express the ability of obtained information.
- To establish self in film industry. To make an input in development of author film industry based on the gained experience and knowledge. Integrate new formats of storytelling in their activities.

To achieve the goal: Practicing professionals play a huge part in accomplishment of the aims of the program, through practitioner lecturers students are able to get acquainted with the present tendencies, get involved in various ongoing projects and practices. During educational process equal importance is given to creative thinking as well as development of the technical skills, implementation of the individual and group projects, support of the critical and analytical thinking, judging the challenges that audio-visual sector is facing, problem analyses and resolving is based on modern tendencies and technologies. Development of the creative thinking supports the implementation and the development of the creative projects. In the final VIII semester (Practical component semester) student combines knowledge and practice gained during the studies and creates diploma work based on the creative, practical and technical skills. That includes the independent creation of the project together with idea, planning, working in creative group, idea development and project implementation. Additionally, student creates professional portfolio including chosen works from the previous semesters.

The necessary preconditions for the enrollment are:

-Georgian citizens with Secondary School Diploma or an equivalent document, passing Unified National Exams successfully.
- Without the Unified National Exams, students are accepted in accordance with the applicable legislation.
-Mobility transferred twice a year by the Ministry of Education and Science in compliance with mandatory procedures and rules established by the university.
-Enrollment or transfer procedure recognized foreign higher education institutions is carried out by the Ministry of Education and Science, Ministry's decision.

Learning Outcomes/Competences:

Knowledge and understanding:

The Bachelor has substantial knowledge in audiovisual and media arts, comprehensive information about the existing theories in a particular sphere and can realize their complex character. Has an ability to identify artifacts, can discuss different trends and styles, make distinctions between them and compare, can review art production and get the main idea. Has good knowledge of art trends and styles, modern trends and computer programs. Can gather information, determine tasks, create and present own creative project. Can understand the assignment, provide a creative solution and draw conclusions, describe/interpret ideas and express them by various means.

Media Arts student knows: all visual communication methods and the ways of their performance (theoretical and technical skills, practical experience).

Has good understanding of all stages of graphic and design trends, media platforms/channels, video content creation and implementation of creative projects, as well as modern technologies, including digital technologies.

Audio-Visual Arts student has: good knowledge of audiovisual art trends, film, television and documentary film and multimedia project production issues, modern technologies, including digital technologies.

Applying knowledge:

The Bachelor can apply the acquired knowledge and skills to practice. Has an ability to work individually and in a team, is able to generate/construe, develop and demonstrate ideas, both individually and in a team. Can devise a project, organize a working team, take creative decisions, identify and solve problems as required, run the project. Is able to adapt to an unknown situation and respond adequately, transfer knowledge into practice. Has an ability of experimentation and interpretation. Is able to identify and solve problems connected with audiovisual and media art. Makes an effective use of creative thinking and working ability. Is able to plan and implement a creative project of average difficulty independently. Identifies the problems emerging during working process, can find the ways of their solution and predict the outcomes. Uses theoretical, technical and practical experience accumulated in the process of studies in real life according to the industry requirements (during internship or project implementation).

Media Arts student can: Work with creative team or individually, release visual communication projects, such as graphic and digital project planning and execution, creation video content or strategic communication plan, planning and implementation of creative campaign with creative team.

Audio-Visual Arts student can: Work with creative team or individually, realize creative projects, such as documentary, short film or transmedia project.

Making judgments:

The Bachelor has the ability to identify and articulate a problem, find the ways of its solution and justify his/her solution. Is able to search information through different sources, compare, check, process and make a logical conclusion. Can articulate his/her own opinion, provide good reasoning and justify, persuade, make proposals and present effectively. Has the ability of logical thinking justifying own creative vision and persuading. Can articulate opinions in a consistent and argumentative manner. Is convincing in justifying their own creative views. Is able to link or distinguish the problems, challenges or current processes in audiovisual and media art sphere. Has the ability to demonstrate a versatile vision, make analysis, evaluate and produce more or less complex analysis of on-going processes, identifies and articulates the problem. Can distinguish positive and negative points, assess and make adequate conclusion.

Media Arts student can: Determining the problem posed in a specific brief, identifying the problem, determining tasks for achieving the goal, finding information, processing and analysis, argumentative presentation of creative decision for the creative team. Offering the final creative decision to client by effective ways. Is able to assessment the completed work.

Audio-Visual Arts student can: Is able to make a research around the idea, able to present the project at any stage of its development. Can discuss and emphasize the tendencies in film industry.

Communication skills:

The Bachelor receives and gives information, can process information received in foreign language independently. The course format develops Bachelor's team working skills. Is able to articulate a creative idea and present it in an interesting way, justify creative vision and prepare a project proposal. Realizes the advantage of visual information and is able to assimilate informational-communication means that will help in the achievement of the final goal. Is able to clearly communicate own opinion or idea. Knows visual creative means of expression and has versatile vision. Has an ability to articulate, explain and justify own position or creative vision. Can prepare and make an effective visual presentation. Is able to take part in discussions on the topics of his/her interest and express opinions in a consistent and argumentative manner. Learns the methods of proper communication, adaptation and adequate response in a strange environment. Is able to prepare critical remarks and justify a different position Can listen to opposing opinion of others and respond adequately.

Media Arts student can: Depending on the experience, express the creative potential and expression in visual forms, as a sketch, photo, motion graphics, video, film, voice, digitally, verbally and in the written. Can offer creative ideas and an interesting ways of idea development, proof of creative vision and prepare proposals. The vision of the visual communications industry is well understood and can be used to develop new information-communication tools that will help in achieving the goal. Can create a professional portfolio and have the ability to develop it.

Audio-Visual Arts student can: Depending on the experience, express the creative potential and expression in visual forms: photo, video, and film, and sound, digital technology, written and verbal. The reasoning of the creative vision, preparation of the proposal and the intelligence of the visual information and the ability to use new information-communications that will help in achieving the goal.

Learning skills:

The Bachelor can manage and develop the learning process more or less independently, search information, comprehend and apply it as required. Demonstrates the ability to link the knowledge acquired in different subjects together and reveals the opportunities for professional growth. Has the ability to continuously refresh the knowledge. Aspires to independent learning and professional growth. Can deepen practical experience, cope with assignments independently. Is able to search necessary information and use it. Takes responsibility for creative decisions individually or in a team, plans and implements projects of average difficulty. Has an ability to adequately assess the learning outcome and determine further educational needs.

Media Arts student can: Professional development independently and / or in the creative team (creative and practical / technical), to identify gaps and to complete it. Has the ability to further learning and the development of creative industries fit.

Audio-Visual Arts student can: Holistic look at the process, to see the connections between the study subjects and their practical application, can planning and implementation a short or documentary film and transmedia project.

Values:

The Bachelor has a good understanding of the system of values. Is familiar with and realizes the standards of professional ethics, adequately perceives and appreciates others' values. Has an ability to appreciate and respect cultural diversity and differences. Realizes ethical and social responsibilities, understands the importance of equal opportunities and gender issues. Has the ability to make ethical decisions. Has the sense of social responsibility, is able to judge objectively, share problems and provide support. Realizes psychological, social, cultural and ethnic peculiarities and takes them into account during decision-making. Respects human rights, considers religious, ethnic and cultural peculiarities.

The map of outcomes and objectives

For the goals of the program, which focused on General Competences, the program uses a 6 resulting indexes-Key competence as a multifunctional package of the knowledge, attitudes and skills, a student's personal fulfillment and development, as well as social inclusion and employment. These competences need to develop and become the foundation of future education.

Media Art specialization:

N	Goals	Outcomes	Semester
1	Fundamentals in Visual Arts	Is acquainted with the tendencies and forms in art, uses the forms, styles and tendencies in frames for contemporary visual communication, while implementing and developing personal creative project.	I-VIII
2	Creativity and Concepting	Able to creative conception, and development of ideas, creativity, critical thinking and analytical skills.	I-VIII
3	Visual Communication	Uses graphic and digital design, video content creation and visual storytelling methods in creative visual communication projects.	II-VIII
4	Strategic decisions	Can provide structural and critical thinking for developing creative concept, selection, planning and management of media platforms and digital technologies for integrated campaigns in compliance with professional ethical norms.	II-VIII
5	Technical skills	Knowledge of modern digital, information and communication technologies, ability to select digital methods and techniques and use it creatively.	I-VIII
6	Transferable skills	Ability to demonstrate the knowledge and skills, practical usage, effective professional communication, ability to work hard and with responsibility within the team, effective presentation of the creative project concepts, proposals and production plans, consideration of the deadlines and various formats.	I-VIII

Audio-Visual Art specialization:

N	Goals	Outcomes	Semester
1	Fundamentals in Visual Arts	Is acquainted with the tendencies and forms in art, uses the forms, styles and tendencies in frames for contemporary visual communication, while implementing and developing personal creative project.	I-VIII
2	Creative abilities	Knowledge of traditional and contemporary forms of visual storytelling	I-VIII
3	Practical Implementation	Awareness about the development stages of the audio-visual project. Is acquainted with the particularities of the local and international funding systems.	I-VIII
4	Audio-Visual Communication	Ability to judge potential of the project and its relevancy towards the market needs.	V-VII
5	Technical skills	Relevant technical skills for creation of audio-visual work (Camera, Sound, Editing, Post-Production etc.).	I-VIII
6	Transferable skills	Ability to demonstrate the knowledge and skills, practical usage, effective professional communication, ability to work hard and with responsibility within the team, effective presentation of the creative project concepts, proposals and production plans, consideration of the deadlines and various formats.	I-VII

Teaching-Learning Methods:

☒ Lectures

☒ Working in Groups

☒ Practical work

☒ Seminar

☐ Teaching with electronic resources

☐ Electronic learning

☒ Other

Evaluation system for student knowledge:

The learning component of Audio-visual and Media Art educational program encompasses students' active participation in the teaching process and is based on the principle of continuous assessment of acquired knowledge.

Assessment of acquired knowledge on this and that bachelor/master educational program is organized in accordance with the Order No. 3 by the Minister of Education and Science of Georgia, January 5th, 2007 - "The Rule of Calculation of Higher Education Program Credits".

On this and that bachelor educational program evaluation of students learning results in each component of the program must include mid-term (Onetime or Multiple) and summative evaluation, which as a result for final assessment (100 Points).

Mid-term and summative evaluations (Evaluation forms) include evaluation component/components, what determine ways to assess student's knowledge and/or ability and/or competence (Written/oral Exam, written/oral quiz, homework, practical/theoretical work, etc.). Assessment component unites homogeneous assessment methods (Test, essay, presentation, discussion, performance of theoretical/practical assignment, team work, participation in discussion, etc.). Assessment method/methods are measured by assessment criteria, by which achievement of learning outcomes is being measured.

Each assessment form and component has certain value allocated from the final score (100 Points), what is indicated in each Syllabus and is being communicated to each student in the beginning of the semester.

The evaluation of the achievement of the student's learning results in each component of the program should include mid-term and summative evaluations. Credits shall not be awarded

by using only one form of evaluation (mid-term or summative evaluation).

Under the evaluation system there are five types of positive evaluation:

(A) Excellent –91-100 points of evaluation;
(B) Very good –81-90 points of evaluation;
(C) Good – 71-80 points of evaluation;
(D) Satisfactory –61-70 points of evaluation;
(E) Sufficient –51-60 points of evaluation.

And two types of negative evaluation:

(Fx) Did not pass – 41-50 out of the maximum evaluation, which means that the student needs to work more to pass the examination and he/she shall be given the possibility to retake the examination after the self-study;
(F) Fail – 40 points or less out of the maximum evaluation, which means that the work done by the student is not enough and he/she has to retake the course.

In case of (Fx) evaluation in any component of the educational program, the University must hold an additional examination within not later than 5 days after the announcement of the results of the summative examination. This obligation shall not apply to the dissertation, Master's project/thesis or other scientific project/paper. The points, awarded to the student in the summative evaluation, shall not be added to the evaluation of the student at the additional examination. The evaluation obtained by the student at the additional examination is the summative evaluation and shall be included in the final evaluation of the component of the educational program. In case of taking 0-50 points in the final evaluation, including the evaluation obtained at the additional examination, the student evaluation will be F-0 points.

The calculation of the Grade Point Average (GPA) is part of the system of evaluation of the student's knowledge. The student's Grade Point Average (GPA) is calculated by multiplying the evaluation, obtained by the student in every subject of the educational program, to the credits of that subject. The product of multiplication of the subjects and credits is summed up and divided by the total number of the credits of the taken subjects. The weight of the point in the calculation of the average number is:

A = 4
B = 3, 2
C = 2, 4
D = 1, 6
E = 0, 8

Field of Employment:

The Arts Bachelor's Program, specialization Audio-visual Arts and Media Art graduates will be employed in the creative industry.

Audio-Visual Art: Television, Production and Sound Recording studios, Radios and Business Sector.

Media Art: Creative agencies, marketing departments in business sectors, design studios - graphic or digital designs, positions where there is no mandatory master degree. Also, graduates have the opportunity to self-employed, creative and technical skills have been developed during the study period. The main priority of the program is to focus on international quality, therefore graduates have all the necessary skills to gain international internship or to engage in international projects. Open creative platforms encourage them to share their work and portfolios, take part in international competitions and become successful professionals.

Successful graduates will continue their studies at second stage of education.

Opportunity for continuing education process:

Audio-visual and Media Art Educational Program Graduate is authorized to pursue studies in Georgia or any other country's higher educational institutions on MA program, which is focused on fields of Arts and Creative Communications, and if the MA program not limited to other specialty Bachelor degrees.

Information about human resources necessary for the program implementation:

Sufficient human resources are being involved in the implementation of Audio-visual and Media Art educational program. Courses from the educational program are being led by academic personnel of the University, as well as invited specialists with sufficient experience and competence.

Additional information about human resources is available in Annex N2.

Information about material resources necessary for the program implementation:

The University infrastructure and material-technical resources are fully available for students to reach the learning outcomes included in this and that program:

- Academic audits and conference halls equipped with appropriate inventory;
- Library, equipped with computer hardware and informational-communicational technologies;
- Computer classes, computer hardware connected to internet and internal network and adequate computer software in learning/teaching process;
- Different technical equipment's and et cetera.
- Audio-video equipment, software and hardware support necessary to implement the program.
- CG MULTILAB – Computer Graphics Development Lab
- Photo Studio

The educational program is provided with appropriate manual and methodical literature. The University's library provides students with electronic textbooks relevant to the syllabus,

educational-methodical and scientific literature, as well as the library's database.

Material resources owned and possessed by the University, ensures the Audio-visual and Media Art bachelor program to implement its objectives and achieve planned learning outcomes.

Buildings and Structures - Educational bachelor program is carried out in the buildings and structures owned and leased by the university, where sanitary-hygienic and safety norms are highly respected (the buildings are equipped with installed alarms, fire extinguishers, video control system takes place on the perimeter, order is maintained by the custodial servant of the university). The building is in full accordance with the technical requirements established for the institutions, lecturing and practicum auditoriums are equipped with relevant technique and inventory (projector, chairs, desks, boards et cetera).

Library - In the library of the University the relevant printed and electronic fund of the bachelor's educational program is preserved, which is available for the students, invited and academic personnel. In the reading hall, students have the opportunity to use internet and international electronic resources (EBSCO; JSTOR; Cambridge Journals Online; BioOne Complete; e-Duke Journals Scholarly Collection; Edward Elgar Publishing Journals and Development Studies e-books; IMechE Journals; New England Journal of Medicine; Open edition Journals; Royal Society Journals Collection; SAGE Premier). The library of the university has electronic catalogue.

Working Space of Academic Personnel - The working space of academic personnel is equipped with the relevant inventory and technical equipment (chairs, tables, wardrobes, computers with the access to the internet, Xerox multifunctional machine).

Information and communication technologies - The University uses information and communication technologies in order to facilitate the implementation and administration of bachelor's educational program in Audio Visual and Media Art. There is a corresponding software for the bachelor's educational program in Communication, the existing computer hardware meets the contemporary requirements, is connected to the internet and is available for students, academic, invited and administration personnel. Electronic system – lmb.gipa.ge – is used for assessing student's knowledge and to coordinate teaching process. The system provides students with access to assessments, facilitates the control of academic attendance of students and the learning process in general. Through the web-page, which contains information about the educational programs and the learning process, the University provides publicity and accessibility of information.

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Structure and description of the program:

The length of Bachelor's Program in Audio-visual and Media Arts is, third stages and four years and consists of eight semesters during which a student should collect 240 credits.

The first stage (I-III) - **68 credits**- includes fundamental education classes;

The second stage (III-VII semesters) - **123 credits**-includes major tracks - audiovisual and media art tracks;

The third stage (VIII semester) - **25 credits** practical component.

Electives 24 credits.   A student will earn 24 free credits   by electing the subjects of his/her their interest (at the second stage of studies) offered within the program scope, as well as by choosing the related subjects taught in other GIPA schools.

The purpose of the state policy to arouse students' interest in learning English Language is to support their integration into European space and enable them to fully realize their abilities. Consequently, the Program envisages intensive teaching of English Language. The subject is compulsory (1st and 2nd semesters) and is worth 8 credits, while during the rest of the semesters, the subject is elective. Students have the possibility to increase their command of English   during 4 years and be prepared to pass Cambridge English Exams to acquire FCE or CAE certificates.

   The student's access to the relevant level is confirmed by a placement test.

	Placement test				
	0	A2	B1	B2	FCE
I semester	A1	B1	B2	FCE	CAE
II semester	A2	B1	B2	FCE	CAE
III semester	B1	B2	FCE	CAE	
IV semester	B1	B2	FCE	CAE	
V semester	B2	FCE	CAE		

VI semester	B2	FCE	CAE		
VII semester	FCE	CAE			
VIII semester	FCE	CAE			
The English Language Component is trained by "Sygnosys International Georgia Limited" (Based on the agreement).					

Course Distribution of Audio-visual and Media Art undergraduate program

№	Code of the Course	Precondition	Course/Module	ECTS Credits / hours								Hour Distribution for Student	
				I Year		II Year		III Year		IV Year		Contact Hours	Self-study Hours
				Semester									
				I	II	III	IV	V	VI	VII	VIII		
			Mandatory Fundamental Courses	**28**	**32**	**8**							
1.	AFC 101	N/A	History of Visual Art 1	4/100								32	68
2.	AFC 102	N/A	World Art 1	4/100								32	68
3.	AFC 103	N/A	Communication methods (writing, speech, presentation)	4/100								32	68
4.	AFC 104	N/A	Photography 1	4/100								32	68
5.	AFC 105	N/A	Digital Studio - Adobe Photoshop	4/100								32	68
6.	AFC 106	N/A	Art Studio1 Thinking in Art and cyber cultures	4/100								64	36

Credit - the unit that defines the necessary academic load for students, expressed in the time unit of hour, and which can be obtained after achieving certain study results;

Contact Hours - the time determined for studying activities of the student with the participation of the personnel carrying out the educational program;

Self-Study Hours - the time determined for learning activities of the student without participation of the personnel carrying out the educational program.

№	Code of the Course	Precondition	Course/Module	ECTS Credits / hours								Hour Distribution for Student	
				I Year		II Year		III Year		IV Year			
				Semester								Contact Hours	Self-study Hours
				I	II	III	IV	V	VI	VII	VIII		
7.	AFC 151	N/A	History of Visual Art 2		4/100							42	58
8.	AFC 152	N/A	World Art 2		4/100							32	68
9.	AFC 153	AFC 104 AFC 105	Photography 2 /Photoshop 2		4/100							48	52
10.	AFC 154	N/A	Basics in Media Art-Advertising		4/100							48	52
11.	AFC 155	N/A	Basics in Audio-visual storytelling and Adobe Premier Pro		4/100							61	39
12.	AFC 156	N/A	Art Studio 2 Thinking in Art and cyber cultures		4/100								
13.	AFC 157	N/A	Creative writing		4/100							32	68
14.	AFC 201	AFC 151 AFC 152	Contemporary Art			4/100						42	58
15.	AFC 202	N/A	Communication Psychology			4/100						32	68
			English Component										
16.	AFC 107	Pre-test	English 1 / A1	4/100								48	52
17.	AFC 108	Pre-test	English 1 / B 1	4/100								32	68
18.	AFC 109	Pre-test	English 1 / B 2	4/100								32	68
19.	AFC 110	Pre-test	English 1 / FCE	4/100								32	68
20.	AFC 111	Pre-test	English 1 / CAE	4/100								32	68
21.	AFC 158	AFC 107	English 2 / A 2		4/100							48	52

English language component is presented according to levels - during two semesters. students are allocated to groups according to pretest results. This component is mandatory and in the next semester is presented in the block of elective subjects.

№	Code of the Course	Precondition	Course/Module	ECTS Credits / hours								Hour Distribution for Student	
				I Year		II Year		III Year		IV Year		Contact Hours	Self-study Hours
				Semester									
				I	II	III	IV	V	VI	VII	VIII		
22.	AFC 159	AFC 108	English 2 / B 1		4/100							32	68
23.	AFC 160	AFC 109	English 2 / B 2		4/100							32	68
24.	AFC 161	AFC 110	English 2 / FCE		4/100							32	68
25.	AFC 162	AFC 111	English 2 / CAE		4/100							32	68
			Mandatory Courses for Media Art			19	29	25	25	25	25		
26.	BA/ MDA203	AFC 152 AFC 154	Design and Layout			5/125						45	80
27.	BA/ MDA204	N/A	Drawing			5/125						48	77
28.	BA/ MDA205	N/A	Digital Studio- Adobe Illustrator			4/100						32	68
29.	BA/ MDA206	AFC 154	Concepting Basic			5/125						45	80
30.	BA/ MDA251	BA/ MDA205 AFC 105	Art Director and Copywriter				5/125					48	77
31.	BA/ MDA252	AFC 154	Branding				5/125					45	80
32.	BA/ MDA253	BA/ MDA203 BA/ MDA205 AFC 105	Design Identity				5/125					45	80
33.	BA/ MDA254	BA/ MDA203 BA/ MDA205 AFC 105	Design Packaging				5/125					45	80
34.	BA/	AFC 154	Concepting 1				5/125					45	80

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
	MDA255	BA/ MDA206											
35.	BA/ MDA256	AFC 105	Digital Studio - Adobe After Effect				4/100					32	68
36.	BA/ MDA301	AFC 105 AFC 157 BA/ MDA204 BA/ MDA205	Script and Storyboarding					5/125				48	77
37.	BA/ MDA302	AFC 154 BA/ MDA251	Visual Storytelling 1					5/125				48	77
38.	BA/ MDA303	AFC 154 BA/ MDA252	Strategy 1					5/125				42	83
39.	BA/ MDA304	AFC 105 BA/ MDA203 BA/ MDA205	Digital Design 1- UI/UX					5/125				45	80
40.	BA/ MDA305	AFC 104 AFC 105 AFC 153	Digital Image Editing					5/125				48	77
41.	BA/ MDA351	AFC 154 AFC 155 BA/ MDA251 BA/ MDA302	Visual Storytelling 2						5/125			45	80
42.	BA/ MDA352	AFC 154 BA/ MDA206 BA/ MDA255	Concepting 2						5/125			45	80
43.	BA/ MDA353	AFC 154 BA/ MDA252 BA/ MDA303	Strategy 2						5/125			42	83

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
				I Year		II Year		III Year		IV Year			
								Semester					
44.	BA/ MDA354	AFC 105 BA/ MDA205 BA/ MDA304	Digital Design 2 – Creative Digital Project						5/125			45	80
45.	BA/ MDA355	AFC 154 BA/ MDA252	Digital Marketing						5/125			45	80
46.	BA/ MDA401	BA/ MDA252 BA/ MDA303 BA/ MDA353 BA/ MDA355	Creative Campaign						5/125			45	80
47.	BA/ MDA402	AFC 154 BA/ MDA303 BA/ MDA353	Creative Process management						5/125			45	80
48.	BA/ MDA403	BA/ MDA251 BA/ MDA302 BA/ MDA351	Art Direction						5/125			45	80
49.	BA/ MDA 404	AFC 105 BA/ MDA203 BA/ MDA205 BA/ MDA253 BA/ MDA254 BA/ MDA304	Visual Branding/advanced						5/125			45	80
50.	BA/ MDA405	AFC 154 BA/MDA206 BA/MDA255 BA/MDA301	Portfolio Development						5/125			45	80

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
51.	BA/ MDA451		Practical Component								25		
			Mandatory Courses for Audio-visual Art			20	28	25	25	25	25		
52.	BA/ AVA 203	N/A	Basics of dramaturgy			5/125						32	93
53.	BA/ AVA 204	N/A	Sound Design 1			5/125						32	93
54.	BA/ AVA 205	AFC 155	Camera 1			5/125						32	93
55.	BA/ AVA 206	AFC 155	Visual Storytelling 1			5/125						45	80
56.	BA/ AVA 251	AFC 104 AFC 155 BA/AVA 205 BA/AVA 206	Visual Storytelling 2/ Experimental Film				5/125					45	80
57.	BA/ AVA 252	N/A	Producing				5/125					32	93
58.	BA/ AVA 253	N/A	Music morphology				4/100					32	68
59.	BA/ AVA 254	BA/ AVA 204	Sound Design 2				5/125					32	93
60.	BA/ AVA 255	AFC 104 AFC 155 BA/AVA 205	Camera 2				5/125					32	93
61.	BA/ AVA 256	AFC 105	Digital Studio-Adobe After Effect				4/100					32	68

№	Code of the Course	Precondition	Course/Module	I Year		II Year		III Year		IV Year		Contact Hours	Self-study Hours
				I	II	III	IV	V	VI	VII	VIII		
62.	BA/ AVA 301	BA/AVA 252	Documentary Film Producing					5/125				32	93
63.	BA/ AVA 302	BA/AVA 203 BA/AVA 205 BA/AVA 255	Documentary Filmmaking					5/125				45	80
64.	BA/ AVA 303	N/A	Documentary Film Trends					5/125				32	93
65.	BA/ AVA 304	AFC 155	Postproduction					5/125				32	93
66.	BA/ AVA 305	BA/AVA 203	Script and storyboarding					5/125				44	81
67.	BA/ AVA 351	BA/AVA 252 BA/ AVA 301	Production Management / Producing						5/125			32	93
68.	BA/ AVA 352	BA/AVA 205 BA/AVA 206 BA/AVA 254 BA/AVA 255	Direrting short film						5/125			45	80
69.	BA/ AVA 353	AFC 105	Web Design basics						5/125			32	93
70.	BA/ AVA 354	N/A	Creative Entrepreneurship						5/125			32	93
71.	BA/ AVA 355	AFC 106 AFC 156	Computer art 1						5/125			32	93
72.	BA/ AVA 401	AFC 104 BA/AVA 203 BA/AVA 206 BA/AVA 251	Transmedia Storytelling									45	80

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
		BA/ AVA 353 BA/ AVA 355								5/125			
73.	BA/ AVA 402	BA/AVA 252 BA/ AVA 351	TV Formats and Producing							5/125		40	85
74.	BA/ AVA 403	N/A	Corporate Communication							5/125		40	85
75.	BA/ AVA 404	AFC 101 AFC 151 BA/ AVA 303	Creative use of archives							5/125		40	85
76.	BA/ AVA 405	BA/ AVA 355	Computer art 2							5/125		40	85
77.	BA/ AVA 451		Practical Component							25			
			Elective Courses										
78.	ELT/ BA 001	N/A	Art and Philosophy			4/100		4/100		4/100		32	68
79.	ELT/ BA 002	N/A	Georgia - The latest history processes			4/100		4/100		4/100		32	68
80.	ELT/BA/ MDA/AVA 003	Pre-test	English 1 / B1			4/100		4/100		4/100		32	68
81.	ELT/ BA 004	N/A	German 1			4/100		4/100		4/100		32	68
82.	ELT/ BA 005	AFC 106 AFC 156	Concept Art/storytelling 1			4/100		4/100		4/100		42	58

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
83.	ELT/ BA 006	N/A	Motion Graphics 1			4/100		4/100		4/100		42	58
84.	ELT/ BA 007	AFC 105	Digital Studio- Adobe Indesign			4/100		4/100		4/100		32	68
85.	ELT/ BA 008	AFC 102 AFC 152	World Ethno Culture			4/100		4/100		4/100		32	68
86.	ELT/ BA MDA009	N/A	BOOT CAMP					4/100		4/100		32	68
87.	ELT/ BA010	Pre-test	English 1 B2			4/100		4/100		4/100		32	68
88.	ELT/ BA011	Pre-test	English 1 FCE			4/100		4/100		4/100		32	68
89.	ELT/ BA012	Pre-test	English 1 CAE			4/100		4/100		4/100		32	68
90.	ELT/ BA 051	AFC 101 AFC 151	Contemporary Film				4/100		4/100		4/100	32	68
91.	ELT/BA AVA052	N/A	Visual Anthropology				4/100		4/100		4/100	32	68
92.	ELT/BA/ MDA/AVA 053	ELT/BA/ MDA/AVA 003	English 2 / B 1				4/100		4/100		4/100	32	68
93.	ELT /BA 054	ELT/BA 004	German 2				4/100		4/100		4/100	32	68
94.	ELT/ BA 055	AFC 106 AFC 156	Concept Art/storytelling 2				4/100		4/100		4/100	42	58

№	Code of the Course	Precondition	Course/Module	I	II	III	IV	V	VI	VII	VIII	Contact Hours	Self-study Hours
		ELT/BA 005											
95.	ELT/ BA 056	ELT/BA 006	Motion Graphics 2				4/100		4/100		4/100	42	58
96.	ELT/ BA 057	N/A	Audio Branding				4/100		4/100		4/100	32	68
97.	ELT/ BA 058	BA/ MDA204	Anatomic Drawing				4/100		4/100		4/100	32	68
98.	ELT/BA MDA059	BA/ MDA203 BA/ MDA205 BA/ MDA251 BA/ MDA252 BA/ MDA253 BA/ MDA254	Creative lab						4/100		4/100	32	68
99.	ELT/BA 060	ELT/ BA010	English 2 B2				4/100		4/100		4/100	32	68
	ELT/BA 061	ELT/ BA011	English 2 FCE				4/100		4/100		4/100	32	68
100.	ELT/ BA 062	ELT/ BA012	English 2 CAE				4/100		4/100		4/100	32	68
101.			Note: student can to choose any subject related directions: audio-visual arts and media arts, as well as other subject at the university										
			semester	28	32	27/28-31/32	29/28-33/32	25/25-29/29	25/25 – 29/29	25/25 - 29/29	25/25 - 29/29		
			year	60		64/64		58		58			

№	Code of the Course	Learning Outcomes Map - 1 Course/Module	Competences					
			Knowledge and Understanding	Applying Knowledge	Making Judgements	Communication skill	Learning Skills	Values
		Mandatory Fundamental Courses						
1.	AFC 101	History of Visual Art 1	X	X	X		X	X
2.	AFC 102	World Art 1	X	X	X		X	X
3.	AFC 103	Communication methods (writing, speech, presentation)	X	X	X	X	X	X
4.	AFC 104	Photography 1	X	X	X	X	X	
5.	AFC 105	Digital Studio- Adobe Photoshop	X	X	X	X	X	
6.	AFC 106	Art Studio1 Thinking in Art and cyber cultures	X	X	X	X	X	X
7.	AFC 151	History of Visual Art 2	X	X	X		X	X
8.	AFC 152	World Art 2	X	X	X		X	X
9.	AFC 153	Photography 2 /Photoshop 2	X	X	X	X	X	X
10.	AFC 154	Basics in Media Art-Advertising	X	X	X	X	X	
11.	AFC 155	Basics in Audio-visual storytelling and Adobe Premier Pro	X	X	X	X	X	
12.	AFC 156	Art Studio 2Thinking in Art and cyber cultures	X	X	X	X	X	X
13.	AFC 157	Creative writing	X	X	X	X	X	X
14.	AFC 201	Contemporary Art	X	X	X		X	X
15.	AFC 202	Communication Psychology	X	X	X	X		
		English Language Component						
1.	AFC 107	English1 / A1	X	X		X	X	
2.	AFC 108	English 1 / B 1	X	X		X	X	
3.	AFC 109	English 1 / B 2	X	X		X	X	
4.	AFC 110	English 1 / FCE	X	X		X	X	
5.	AFC 111	English 1 / CAE	X	X		X	X	

6.	AFC 158	English 2 / A 2	X	X		X	X	
7.	AFC 159	English 2 / B 1	X	X		X	X	
8.	AFC 160	English 2 / B 2	X	X		X	X	
9.	AFC 161	English 2 / FCE	X	X		X	X	
10.	AFC 162	English 2 / CAE	X	X		X	X	
		Mandatory courses for Media Art						
1.	BA/MDA203	Design and Layout	X	X	X	X	X	X
2.	BA/MDA204	Drawing	X	X	X	X	X	
3.	BA/MDA205	Digital Studio- Adobe Illustrator	X	X	X	X	X	
4.	BA/MDA206	Concepting Basic	X	X	X	X	X	X
5.	BA/MDA251	Art Director and Copywriter	X	X	X	X	BA	X
6.	BA/MDA252	Branding	X	X	X	X	X	X
7.	BA/MDA253	Design Identity	X	X	X	X	X	X
8.	BA/MDA254	Design Packaging	X	X	X	X	X	X
9.	BA/MDA255	Concepting 1	X	X	X	X	X	X
10.	BA/MDA256	Digital Studio- Adobe After Effect	X	X	X	X	BA	X
11.	BA/MDA 301	Script and Storyboarding	X	X	X	X		
12.	BA/MDA 302	Visual Storytelling 1	X	X	X	X	X	X
13.	BA/MDA 303	Strategy 1	X	X	X	X	X	X
14.	BA/MDA 304	Digital Design 1- UI/UX	X	X	X	X	X	
15.	BA/MDA 305	Digital Image Editing	X	X		X	X	
16.	BA/MDA 351	Visual Storytelling 2	X	X	X	X	X	X
17.	BA/MDA 352	Concepting 2	X	X	X	X	X	X
18.	BA/MDA 353	Strategy 2	X	X	X	X	X	X
19.	BA/MDA 354	Digital Design 2 – Creative Digital Project	X	X	X	X	X	X
20.	BA/MDA 355	Digital Marketing	X	X	X	X	X	
21.	BA/MDA 401	Creative Campaign	X	X	X	X	X	X
22.	BA/MDA 402	Creative process Management	X	X	X	X	X	
23.	BA/MDA 403	Art Direction	X	X	X	X	X	X

24.	BA/MDA 404	Visual Branding/advanced	X	X	X	X	X	X
25.	BA/MDA 405	Portfolio Development	X	X	X	X	X	
26.	BA/MDA 451	Practical Component	X	X	X	X	X	X
		Mandatory Courses for Audio-visual Art						
1.	BA/AVA 203	Basics of dramaturgy	X	X	X	X	X	X
2.	BA/AVA 204	Sound Design 1	X	X	X	X	X	
3.	BA/AVA 205	Camera 1	X	X	X	X	X	
4.	BA/AVA 206	Visual Storytelling 1	X	X	X	X	X	X
5.	BA/AVA 251	Visual Storytelling 2/ Experimental Film	X	X	X	X	X	X
6.	BA/AVA 252	Producing	X	X	X	X	X	X
7.	BA/AVA 253	Music morphology	X	X	X	X	X	X
8.	BA/AVA 254	Sound Design 2	X	X	X	X	X	
9.	BA/AVA 255	Camera 2	X	X	X	X	X	
10	BA/AVA 256	Digital Studio-Adobe After Effect	X	X	X	X	X	X
11.	BA/ AVA 301	Documentary Film Producing	X	X	X	X	X	X
12.	BA/ AVA 302	Documentary filmmaking	X	X	X	X	X	X
13.	BA/ AVA 303	Documentary Film Trends	X	X	X	X	X	X
14.	BA/ AVA 304	Postproduction	X	X	X	X	X	
15.	BA/ AVA 305	Script and storyboarding	X	X	X	X	X	X
17.	BA/ AVA 351	Production Management / Producing	X	X	X	X	X	
19.	BA/ AVA 352	Directing short film	X	X	X	X	X	X
20.	BA/ AVA 353	Web Design basics	X	X	X	X	X	
21.	BA/ AVA 354	Creative Entrepreneurship	X	X	X	X	X	

22.	BA/ AVA 355	Computer art 1	X	X	X	X	X	
23.	BA/ AVA 401	Transmedia Storytelling	X	X	X	X	X	X
24.	BA/ AVA 402	TV Formats and Producing	X	X	X	X	X	X
25	BA/ AVA 403	Corporate Communication	X	X	X	X	X	X
26.	BA/ AVA 404	Creative use of archives	X	X	X	X	X	X
27.	BA/ AVA 405	Computer art 2	X	X	X	X	X	
28.	BA / AVA 451	Practical Component	X	X	X	X	X	X

		Electives						
30.	ELT/ BA 001	Art and Philosophy	X	X	X	X	X	X
31.	ELT/ BA 002	Georgia -The latest history processes	X	X	X	X	X	X
32.	ELT/BA/ MDA/AVA 003	English 1 / B1	X	X		X	X	
33.	ELT/BA 004	German 1	X	X		X	X	
34.	ELT/BA 005	Concept Art/storytelling 1	X	X		X	X	
35.	ELT/BA 006	Motion Graphics 1	X	X		X	X	
36.	ELT/BA 007	Digital Studio- Adobe Indesign	X	X		X	X	
37.	ELT/BA 008	World Ethno Culture	X	X	X		X	X
38.	ELT/MDA009	BOOT CAMP	X	X	X	X	X	X
39.	ELT/ BA010	English 1 B2	X	X		X	X	
40.	ELT/ BA011	English 1 FCE	X	X		X	X	
41.	ELT/ BA012	English 1 CAE	X	X		X	X	
42.	ELT/ BA 051	Contemporary Film	X	X	X	X	X	X
43.	ELT/ AVA052	Visual Anthropology	X	X	X	X	X	X
44.	ELT/BA/ MDA/AVA 053	English 2	X	X		X	X	
45.	ELT/BA 060	English 2 B2	X	X		X	X	
46.	ELT/BA 061	English 2 FCE	X	X		X	X	
47.	ELT/ BA 062	English 2 CAE	X	X		X	X	
48.	ELT/BA 054	German 2	X	X		X	X	
49.	ELT/BA 055	Concept Art/storytelling 2	X	X	X	X	X	
50.	ELT/BA 056	Motion Graphics 2	X	X	X	X	X	
51.	ELT/BA 057	Audio Branding	X	X	X	X	X	
52.	ELT/BA 058	Anatomic Drawing	X	X	X	X	X	
53.	ELT/MDA059	Creative lab	X	X	X	X	X	X

Experience Indicators: I – Introduction D - Development/Practical C – Creative A- Advanced

Media Art Specialization

Goals	Fundamentals in Visual Arts	Creativity and Concepting	Visual Communication	Strategic decisions	Technical skills	Transferable skills
Outcomes	Is acquainted with the tendencies and forms in art, uses the forms, styles and tendencies in frames for contemporary visual communication, while implementing and developing personal creative project.	Able to creative conception, and development of ideas, creativity, critical thinking and analytical skills.	Uses graphic and digital design, video content creation and visual storytelling methods in creative visual communication projects.	Can provide structural and critical thinking for developing creative concept, selection, planning and management of media platforms and digital technologies for integrated campaigns in compliance with professional ethical norms.	Knowledge of modern digital, information and communication technologies, ability to select digital methods and techniques and use it creatively.	Ability to demonstrate the knowledge and skills, practical usage, effective professional communication, ability to work hard and with responsibility within the team, effective presentation of the creative project concepts, proposals and production plans, consideration of the deadlines and various formats.
I Semester						
Mandatory Courses	Outcomes and Experience Indicators					
History of Visual Art 1	I					

World Art 1	I					
Communication methods (writing, speech, presentation)					ID	I
Photography 1					ID	I
Digital Studio- Adobe Photoshop					ID	
Art Studio1 Thinking in Art and cyber cultures	I	I	I		I	I
II *Semester*						
History of Visual Art 2	D					
World Art 2	D					
Photography 2 /Photoshop 2			DA	I	DA	D
Basics in Media Art-Advertising	C			I		I
Basics in Audio-visual storytelling and Adobe Premier Pro			I		I	I
Art Studio 2Thinking in Art and cyber cultures	DA	CD	CD		D	D

Creative Writing		I				
III Semester						
Contemporary Art	DA	DA				I
Communication Psychology				ID		
Mandatory for Media Art						
Design and Layout	ID	IC				I
Drawing			I		ID	
Digital Studio-Adobe Illustrator					ID	
Concepting Basic		IC	IC		ID	I
IV Semester						
Art Director and Copywriter	C	I	I			
Branding				ID		I
Design Identity	CA	C	CD		DA	D
Design Packaging	CA	C	CD		DA	D
Concepting 1		CD	CD	I		D
Design Studio-Adobe After Effect					ID	
V Semester						

Script and Storyboarding			ID		ID	
Visual Storytelling 1	CD	IC	IC			D
Strategy 1				ID		I
Digital Design 1- UI/UX	ID	I	IC	I	ID	ID
Digital Image Editing			C		DA	D
VI Semester						
Visual Storytelling 2	DA	DA	DA			CD
Concepting 2		DA	DA	C		CD
Strategy2				DA		D
Digital Design 2 – Creative Digital Project	D	DA	CA	D	DA	CD
Digital Marketing				ID		I
VII Semester						
Creative Campaign		CA	A	A		CA
Creative Process Management				DA		DA
Art Direction	CA	A	A	A		CA
Visual Branding/advanced		A	A	A		A
Portfolio Development		A	DA	DA	DA	CA
VIII Semester						

Practical Component	A	A	A	A	A	A
Mandatory Electives for Media Art						
BOOT CAMP				ID		D
Creative lab		CD	CD		DA	D
Course outcomes and experience indicators						
I – Introduction	3	4	4	4	2	11
D-Development/Practical	3	0	0	1	1	10
C – Creative	2	2	1	1	0	0
A-Advanced	1	4	4	4	1	2
ID	2	0	0	5	9	1
IC	0	3	3	0	0	0
CD	1	3	5	0	0	3
DA	3	4	3	3	7	1
CA	3	4	1	0	0	3
	18	24	21	18	20	31

Marks according to experience indicators - The program includes indirect benchmarks, which means assessing the achievement of learning outcomes through study assessment analysis. By analyzing the academic performance data and percentages of distribution, it is clear how complicated or simple courses are, how adequate the assessment system, learning methods and activities are. The combinations of indicators and competences indicate the percentage of positive assessment for students. The allowed deviation for each mark is 30%.

I – Introduction	70%
D-Development/Practical	70%
C - Creative	60%
A-Advanced	50%
ID	65%
IC	65%
CD	60%
DA	55%
CA	55%

Direct evaluation of the student's learning outcomes in the final semester - practical component

Practical Component	A	A	A	A	A	A
Percentage	15%	15%	15%	15%	20%	20%
Average grades of students	B	B	B	B	C	C
Number of students	90%	90%	90%	90%	90%	90%
Creative 60%						
Activities in Creative process 20% - Minimum margin 50%	✓	✓				✓
Creative Solutions 40% -	✓	✓	✓	✓		✓

Minimum margin 50%						
Execution 40%						
Execution 20% Minimum margin 50%		✓			✓	✓
Presentation 20% Minimum margin 50%			✓	✓	✓	✓

Student's average scores, which students receive in relevant criteria of relevant component (study, practical, research). The permissible margin of deviation is 10% of the respective indicators. Depending on the assessment system B marks an estimate of 81-90 points; C marks an evaluation of 71-80 points.

Audio-visual Art Specialization

Goals	Fundamentals in Visual Arts	Creative abilities	Practical Implementation	Audio-visual Communication	Technical skills	Transferable skills
Outcomes	Is acquainted with the tendencies and forms in art, uses the forms, styles and tendencies in frames for contemporary visual communication, while implementing and developing personal creative project.	Knowledge of traditional and contemporary forms of visual storytelling	Awareness about the development stages of the audio-visual project. Is acquainted with the particularities of the local and international funding systems.	Ability to judge potential of the project and its relevancy towards the market needs.	Relevant technical skills for creation of audio-visual work (Camera, Sound, Editing, Post-Production etc)...	Ability to demonstrate the knowledge and skills, practical usage, effective professional communication, ability to work hard and with responsibility within the team, effective presentation of the creative project concepts, proposals and production plans, consideration of the deadlines and various formats.
I Semester						

History of Visual Art 1	I					
World Art 1	I					
Communication methods (writing, speech, presentation)					ID	I
Photography 1					ID	
Digital Studio- Adobe Photoshop					ID	
Art Studio1 Thinking in Art and cyber cultures	I	I				I
II Semester						
History of Visual Art 2	D					
World Art 2	D					
Photography 2 /Photoshop 2			DA		DA	I
Basics in Media Art-Advertising				I		I
Basics in Audio-visual storytelling and Adobe Premier Pro			I		I	I
Art Studio 2Thinking in Art and cyber cultures	DA	CD				D
Creative writing		I				

III *Semester*						
Contemporary Art	DA	DA				I
Communication Psychology				ID		
Mandatory for Audio-visual Art						
Basics of Dramaturgy	I	IC				CD
Sound Design 1					ID	I
Camera 1					ID	I
Visual Storytelling 1	ID	IC		I	ID	CD
IV *Semester*						
Visual Storytelling 2/ Experimental Film	ID	IC	I	ID	I	CD
Producing			ID	I		I
Music morphology	I	ID			I	CD
Sound Design 2					ID	D
Camera 2					ID	D
Digital Studio-Adobe After Effect					ID	I
V *Semester*						

Documentary Film Producing			ID	D		D
Documentary Filmmaking	ID	CD	DA	D	I	CD
Documentary Film Trends	I					I
Postproduction					ID	I
Script and storyboarding	I	ID			I	CD
VI *Semester*						
Production Management / Producing			ID	A	ID	D
Directing short film	ID	CA	A	A	ID	DA
Web Design basics		ID	D	I	ID	CD
Creative Entrepreneurship	I			I		I
Computer art 1		I	I		ID	D
VII *Semester*						
Transmedia Storytelling	ID	CA	A	A	DA	CA
TV Formats and Producing	I	ID	D	ID		D

Corporate Communication				ID		I
Creative use of archives	I	ID				D
Computer art 2		D	D	D	DA	CD
VIII *Semester*						
Practical Component	A	A	A	A	A	A
Mandatory Elective for Audio-visual Art						
Visual Anthropology	I	ID	I		D	D
Course outcomes and experience indicators						
I – Introduction	11	3	3	5	5	14
D-Development/Practical	2	1	3	3	1	9
C – Creative	0	0	0	0	0	0
A-Advanced	1	1	3	4	1	1
ID	5	6	3	4	14	0
IC	0	3	0	0	0	0
CD	0	2	0	0	0	8
DA	2	1	2	0	3	1
CA	0	2	0	0	0	1
	21	19	14	16	24	25

Marks according to experience indicators - The program includes indirect benchmarks, which means assessing the achievement of learning outcomes through study assessment analysis. By analyzing the academic performance data and percentages of distribution, it is clear how complicated or simple courses are, how adequate the assessment system, learning methods and activities are. The combinations of indicators and competences indicate the percentage of positive assessment for students. The allowed deviation for each mark is 30%.

I – Introduction	70%
D-Development/Practical	70%
C - Creative	60%
A-Advanced	50%
ID	65%
IC	65%
CD	60%
DA	55%
CA	55%

Direct evaluation of the student's learning outcomes in the final semester - practical component

Practical Component	A	A	A	A	A	A
Percentage	15%	15%	15%	15%	20%	20%

	B	B	B	C	B	C
Average grades of students						
Number of students	90%	90%	90%	90%	90%	90%
Creativity 70%						
Portfolio-creative and visual 30%- Minimum margin 50%	✔	✔		✔	✔	✔
Creativity of the project 40% Minimum margin 50%	✔	✔	✔	✔	✔	✔
Implementation 30%						
Activity and deadlines 10% Minimum margin 50%			✔	✔	✔	✔
Presentation 10%- Minimum margin 50%			✔	✔	✔	✔
Concept Writing 10% Minimum margin 50%			✔		✔	✔

Student's average scores, which students receive in relevant criteria of relevant component (study, practical, research). The permissible margin of deviation is 10% of the respective indicators. Depending on the assessment system B marks an estimate of 81-90 points; C marks an evaluation of 71-80 points.

	Head of the program (CURRICULUM VITAE)

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Contact Information	Phone:	551 975 475	e-mail:	n.liparteliani@gipa.ge

Education and Work Experience	*Education* 1995-1996 Georgian Technical University Givi Zaldastanishvili's School of Business and Economics Diploma in Management 1988-1994 Georgian State Academy of Art Faculty – Architecture Diploma in Landscape Architecture

	Work Experience 2011 to present - Georgian Institute of Public Affairs (GIPA) 2014 to present - Georgian Institute of Public Affairs (GIPA) School of Journalism and Media Management, Associate Professor(2018) Head of Audio-visual and Media Art BA Program Media Art BA Program Curator 2014-2017 CG Multilab of GIPA - Manager 2011-2014 - Georgian Institute of Public Affairs (GIPA) School of Social Sciences, Trainings in field of Art (Advertising, Architecture and Design) 2008 till now – Association 4ART, President; 2007-2010 Ilia State University, department of Arts, course – Textile Technologies and Design; 2000-2010 LTD "NOMA studio", Art Director, Partner; 1997-2000 Creative Studio NN, Designer, Partner; 1995-1997 LTD "ARTE ARCHITECTS", Architect, Designer; 1994-1995 Architecture and Design studio B&P, Designer;
Realized Projects and Seminars	2017 • Curator - Portfolio Review Tbilisi - competition for Media Art pre-bachelor • Curator - Portfolio Review Tbilisi - for all Young Creatives 2016 • Curator - Portfolio Review Tbilisi - for all Young Creatives • Curator of the Social project by GIPA's Art Factory group « Ai Cube » Partnership with TBC Bank, Ilia State University. • Curator and Direction - UNESCO Book – "Living Culture of the three writing systems of the Georgian Alphabet" 2015 • Curator - Seminar Series – GIPA with Georgian Film Centre • Curator – Seminar Series – CG Multilab project – Artists for Artists • Curator – Seminar Series – CG Multilab project – Animation Trends • Curator – Seminar Series – CG Multilab project – Training for Trainers • Curator – Seminar Series – CG Multilab project – Creative 2D design and 3D Printing 2014 Curator - Seminar Series – GIPA with Advertising Agency "Voskhod", Tbilisi, Georgia · Trainings – Design for small business/brands – Telavi, Georgia, Trainer. 4 session

. 2013
· 	Curator - Seminar Series – Advertising Strategy, GIPA with Natalia Chuich, BBDO Moscow
Tbilisi, Georgia
· 	Curator - Seminar Series – Strategy, Naming, Copywriting, Design, Creativity, GIPA with Wordshop-School of Communications, Moscow
Miami AD School, Hamburg
Signagi, Georgia
2012
· 	Curator - Seminar Series – Advertising Strategy, Art Direction, Creative Direction and Design ;
GIPA with BBDO Moscow. Design Depot Prague, Mccann Moscow.
Tsinandali, Georgia
· 	Curator - Seminar Series – Graphic Design Theory; Tbilisi, Georgia
· 	Curator - Seminar Series – Urban Development; Tbilisi, Georgia
2011-2014 - Georgian Institute of Public Affairs (GIPA)
School of Social Sciences, Trainings in field of Art (Advertising, Architecture and Design)
· 	Curator - Seminar Series – Advertising Strategy, Branding, Art Direction; Tbilisi, Georgia
2010
· 	Art Director, Designer, F/W Collection, Tbilisi Fashion Week,
Tbilisi, Georgia ;
· 	Art Director, BIO ART, Tbilisi, Georgia ;
· 	Scenography, TV Project, Batumi, Georgia
2009
· 	Art Director, Parajanov's Courtyard- Curator, granted by Open Society Foundation
Group Exhibition of Georgian Artists, Tbilisi, Georgia ;
· 	Curator - Make Music, Tbilisi, Georgia ;
· 	Creative Director, International Earth Day, Granted by Green Space, Tbilisi Georgia ;
· 	Scenography, Crazy 2, Tbilisi, Georgia;
· 	Curator - Group Exhibition of Georgian Artists – Famous Portrait
Gallery 4ART, Tbilisi, Georgia;
2008
· 	Creative Hats Festival – international exhibition; Newburg, Germany;
· 	Curator - Group Exhibition of Georgian Artists – All About my Grandmother;
Gallery 4ART, Tbilisi, Georgia;
2007
· 	Art Director, Designer, F/W Collection, Tbilisi, Georgia;
· 	Art Director, Designer, S/S Collection, Tbilisi, Georgia;

2006
· 	Cultural network, Collaborative Art project in Caucasus Region
Supported by EU Cultural Program, Baku, Azerbaijan;
· 	Art Director, Designer, F/W Collection, Tbilisi, Georgia;

2005-2001
- Art Director, Designer, F/W Collection, Tbilisi, Georgia;
- Art Director, Designer, S/S Collection, Tbilisi, Georgia;

1997-2000
- Ceramic Sculptures – group exhibition

USA Embassy, Tbilisi Georgia;
Tagis Art House
TMS Gallery

Name, Surname	Nino Gedevanishvili			
Title	Head of Audio-visual and Media Art Program Professor, PhD in Art History			
Workplace	Georgian Institute of Public Affairs (GIPA)			
Contact Information	Phone:	577 449 397	e-mail:	n.gedevanishvili@gipa.ge
Education and Work Experience	**Education:** 1982-1987 Tbilisi State Academy of Art, Faculty of Art History and Theory, Major in Art history and Theory 1983-1984 Tbilisi State University, Faculty of Social Sciences 1985 Internship: The Pushkin State Museum of Fine Arts, The State Tretyakov Gallery (20th Century Collection) Moscow 1986 Internship: The State Hermitage Museum 1993 Moscow, Institute of Modern Art History, Pre Doctoral Research- Sociological Concepts of Modern Art 2003 Doctoral Thesis, Tbilisi State Academy of Art, Shota Rustaveli Theatre and Film University 2004 ENCATC program in Cultural Management ,Certificate of Caucasus University, Tbilisi 2005 Training in Museum Management/ Organized by Smithsonian Institution and GNM/ Tbilisi, Georgia 2008 Museum education research program at the Smithsonian Institution's the Office of Policy and Analysis / Washington, D.C. USA 2010 Intercultural Communication/ implemented in the framework of the A-MUSE-All - project funded by the EC and the German Government/ Tbilisi, Georgia / 2016 – current Georgian National Museum, Manager of Education Programsცა 2015 -current – Georgian Institute of public Affairs (GIPA) Professor (from 2018)			

	Professional Experience:
	2015-present Georgian National Museum Program Manager Dimitri Shevardnadze National Gallery 2012-2015 Georgian National Museum Head of Dimitri Shevardnadze National Gallery 2005-2012 Georgian National Museum Head of Education Department 2006 Europe-Caucasus Council for high Arts Education General Secretary 2005-2003 Tbilisi State Academy of Art Vice-rector 2003-1996 Television Radio Broadcasting Corporation of GeorgiaEditor 1999-1996 International Art Center Research Advisory Board Member 1996-1988 Culture Fund of Georgia Chief Expert
Conferences, **Projects**	- *Grant makers East Forum GEF 2010: Facing the Extremes on 26-27 October in Tbilisi, Georgia* - *2010 International conference of the EU Grundtvig Project MumAE "Museums meet Adult Educators": Copenhagen, Denmark, 23-24 September* - *2010- Museums as Life Long Learning Spaces for Intercultural Dialogue/ Working meeting/*, Istanbul, Turkey - 2009 *International Conference "Social Role of Museums" Tbilisi, Georgia;* - 2009 *PROBLEMS AND PERSPECTIVES OF DELVELOPMENT IN GEORGIAN MUSEUMS, CONFERENCE, Tbilisi, Georgia;* - 2009 -*Museums as Life Long Learning Spaces for Intercultural Dialogue Conference, Bonn, Germany;* - 2009 - Museum learning and interpretation seminar, Istanbul, Turkey - 2008 - "Evolutionary Gender in visual Culture" *Presentation and discussion, Georgian National Museum Auditorium;* - 2007 – "*Museum Education policy" Presentation at Georgian National Museum Auditorium;* - 2006 - *ELIA Regional Conference in Tbilisi, Bologna process and Higher Arts Education.* P*romotion and support of international networks in the artistic field as a framework for long term co-operation, as part of a flexible and constantly changing process that thrives on new stimuli.* - 2005 -*INTERNATIONAL ARTISTS ENCOUNTER, Tbilisi conference, May 14 Europe, "Artists Open Your Heart as a Carpet," a joint cooperation of the Chair, the Lithuanian Association of Artists, the Dutch Federation of Artists' Associations and the Georgian Writers' Union. This international artist encounter was organized by the European Council of Artists from 8-14 May, 2005, took place in Georgia and was the follow up of a similar events held in Vilnius, Lithuania, and the Netherlands last year, where artists from several countries explored the ins and outs of the (European) art practices in 2015. Keynote speaker.* - *2004 - ELIA 8th BIENNIAL CONFERENCE, LUZERN, SWITZERLAND , "Challenging the Frame," the Title is reflective of concerns and excitement around European enlargement and inclusion, as well as the more obvious and literal relationship of the arts to other disciplines, and the developments and questioning of the boundaries of those disciplines themselves.*

Curatorial Activities	- 2013 Exhibition DAVID KAKABADZE National Gallery GNM
	- 2012- Exhibition PETRE OTSKHELI A RETROSPECTIVE National Gallery GNM
	- 2012- Exhibition Alexander Bandzeladze - "Challenging the Frames" National Gallery
	- 2012 Exhibition Dimitri Shevardnadze National Gallery GNM
	- 2008 – Project /WAR CHILD/
	- 2008 - Co-curator the exhibition Michael Kennas Photography
	- 2008 - "Evolutionary Gender in visual Culture before and after Sovietization in Georgia" an exhibition implemented under the UNDP project Gender&Politics in the South Caucasus, Sida and Parliament of Georgia
	- 2007 - Lighting Design Workshops, International Association of Lighting Designers, at Georgian National Museum
	- 2007- Jazz Appreciation Month, a project in conjunction with the Georgian National
	Museum, Radio Syndicate, Eastern Promotion and the US Embassy in Georgia
	- 2007 - Exhibition Design Workshops, Arts&Culture Network, at the Georgian National Museum
	- 2007 - Museum Education Workshop, Arts&Culture Network, Georgian National Museum Auditorium
	- 2006 - "Gender and Art," an exhibition implemented under the UNDP project Gender&Politics in the South Caucasus, Sida and Parliament of Georgia
	- 2005 - Co-curator the exhibition, "Returned Masterpieces," Georgian National Museum
	- 2004 - Workshop for D&AD International Competition, Tbilisi State Academy of Art
	- 2004 - Graduate class and exhibition of Rafael Olbinsky, Tbilisi State Academy of Art
	- 2004 - Graduate class for stage designer, Gogi Aleqsi-Mesxishvili, Tbilisi State Academy of Art
	- 2003 - Information Seminar, including an introduction to ECTS, and an exchange views on grading and course credit systems, Tbilisi State Academy of Arts,
	- 2003 - Logo competition, "Georgian Youth for Future," at the Tbilisi State Academy of Arts
	- 2002 – "Through Art to Peace", an exhibition dedicated to September 11th

Publications *Research and Academic Activities*	- 2011 Museums as Life Long Learning Spaces for Intercultural 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/ - 2010 Museums and the challenges of the 21st century /ISBN 978-99940-980-1-9/ - 2008 - Catalogue "Evolutionary Gender in visual Culture before and after Sovietization in Georgia" - 2007 Book about Irina Stenberg / ISBN 978-9941-0-0056-0 - 2007 Higher Arts Education and Bologna Process /Helpful Methodological Materials in Higher Arts Education) Co-editor, [ISBN978-99940-898-0-2] - 2007 Catalogue on Gender And Art, copy right: UNDP 2006, prepared within the framework of UNDP, "Gender&Politics in the South Caucasus" - 2006 Theatre and Film study works #7(26)" TRADITIONS AND TRANSFORMATION, Georgian State University of Theatre and Film [ISSN 1512-2077] - 2005 Reborn Names, Georgian University of Theatre and Film [ISBN99940-0-888-9] - 2003 A survey of the works of Irina Stenberg 1920 – 1930, Tbilisi State University, Collected Papers, Study Of Art #5 [ISSN 1512-2034] **Research and Academic Activities** 2015-18 The Georgian Institute of Public Affairs (GIPA) Contemporary Art 2014-18 The Georgian Institute of Public Affairs (GIPA) Art and Politics 2010-14Javakhishvili Tbilisi State University (TSU) Museum Education program 2013 trainer at the Culture Policy Exchange Seminar in Gori /Regional Monitoring and Capacity Building Unit of the Eastern Partnership Culture Programme / 2010 Museum and Education; Course for Museum Studies MA; Fall Semester Faculty of Humanities I. Javakhishvili Tbilisi State University (TSU) 2010 Public lecture "Museums of the 21 century. GNM Auditorium, Tbilisi, Georgia; .Gori University Georgia 2010 A special training aimed at establishing a partnership between schools and museums for teachers from Abkhazia 2009 – Special education program for the exhibition -Picasso in Georgia 2009 – Public lectures at GNM auditorium / Picasso and cubism / 2009 -- Training workshops for GNM stuff. 2008 - Training workshops for educators and guides In the frame of the /WAR CHILD/ Project 2008 - Special education program for /WAR CHILD/ Project 2008 - Museum education research program at the Smithsonian Institution Main Topics: Museum education and Learning in the 21st Century. Linking museum education program content to the school curriculum requirements, Collection based educational materials for students and teachers. Educational Exhibitions 2008 - "Evolutionary Gender in visual Culture before and after Sovietization in Georgia" education and public programs for adults and students).

№	Name and Surname	Status	Course/Module
1.	Dinara Maghlakelidze	Professor	• History of Visual Arts 1 • History of Visual Arts 2
2.	Vakhtang Khoshtaria	Adjunct Lecturer	• World Art 1 • World Art 2
3.	Tamar Kurashvili	Adjunct Lecturer	• Communication methods (writing, speech, presentation)
4.	Leila Blagonravova	Adjunct Lecturer	• Photography 1
5.	Mirian Kenia	Adjunct Lecturer	• Digital Studio- Adobe Photoshop • Photography 2 / Photoshop 2 • Basics in Audio-visual storytelling and Adobe Premier Pro • Digital studio Adobe Illustrator • Digital studio Adobe After Effect • Digital studio Adobe After Effect • Digital studio Adobe Indesign
6.	Sophio Cherkezishvili	Adjunct Lecturer	• Art Studio 1 thinking in arts and cyber cultures • Art Studio 2 thinking in arts and cyber cultures • Concept art/storytelling 1 • Concept art/storytelling 2
7.	David Makaridze	Adjunct Lecturer	• Art Studio 1 thinking in arts and cyber cultures • Art Studio 2 thinking in arts and cyber cultures • Computer art 1 • Computer art 2

8.	Tinatin Dgebuadze	Adjunct Lecturer	• English 1 / FCE • English 1 / CAE • English 2 / FCE • English 2 / CAE
9.	Ketevan Guramishvili	Adjunct Lecturer	• English 1 / A1 • English 1 / B 1 • English 1 / B 2 • English 2 / A 2 • English 2 / B 1 • English 2 / B 2
10.	Leila Blagonravova	Adjunct Lecturer	• Photography 2 / Photoshop 2
11.	Vasil Chubinidze	Adjunct Lecturer	• Basics in Media Art-Advertising
12.	Lado Malazonia	Adjunct Lecturer's Assistant	• Basics in Media Art-Advertising
13.	Tinatin Nachkhebia	Assistant Professor	• Basics in Audio-visual storytelling and Adobe Premier Pro • Visual storytelling 1
14.	Tamar Babuadze	Adjunct Lecturer	• Creative writing
15.	Nino Gedevanishvili	Professor	• Contemporary Art
16.	Zurab Mkheidze	Adjunct Lecturer	• Communication Psychology
17.	Nino Liparteliani	Associate Professor	• Design and layout • Creative Lab
18.	Kakhaber Kakhadze	Adjunct Lecturer	• Design and layout • Design Identity

19.	Levan Londaridze	Adjunct Lecturer	• Drawing
19.	Levan Londaridze	Adjunct Lecturer	• Drawing • Anatomic drawing
20.	Giorgi Popiashvili	Professor	• Concepting Basic • Concepting 1 • Concepting 2 • Portfolio Development
21.	Meri Giorgobiani	Adjunct Lecturer	• Art Director and Copywriter • Script and storyboarding
22.	David Babiashvili	Adjunct Lecturer	• Art Director and Copywriter • Script and storyboarding
23.	Shota Chinchaladze	Adjunct Lecturer	• Branding
24.	Giorgi Avaliani	Adjunct Lecturer	• Branding • Digital Design 1 / UI-UX • Digital Design 2 – Creative digital project • Visual branding/Advanced
25.	Levan Ratishvili	Adjunct Lecturer	• Design Packaging
26.	Giorgi Kvlividze	Adjunct Lecturer	• Visual storytelling 1
27.	Levan Sikharulidze	Adjunct Lecturer	• Visual storytelling 1 • Visual storytelling 2
28.	Ekaterine Kipiani	Adjunct Lecturer	• Strategy 1 • Strategy 2
29.	Rusudab Osiashvili	Adjunct Lecturer	• Digital Image Editing
31.	Nikoloz Kumbari	Adjunct Lecturers assistant	• Digital Design 1 / UI-UX • Digital Design 2 – Creative digital project • Visual branding/Advanced
32.	Giorgi Chinchaladze	Adjunct Lecturer	• Digital Design 2 – Creative digital project

33.	Nikoloz Abuashvili	Professor	• Digital Marketing
33.	Pavle Gabrichidze	Adjunct Lecturer	• Digital Marketing
34.	Andro Borcvadze	Adjunct Lecturer	• Digital Marketing
35.	Nino Gordeladze	Adjunct Lecturer	• Creative Campaign
36.	Mariam Tevdorashvili	Adjunct Lecturer	• Creative Process Management
37.	Levan Bakhia	Adjunct Lecturer	• Art Direction
38.	David Pirtskhalava	Adjunct Lecturer	• Basics of Dramaturgy
39.	Besarion Kacharava	Adjunct Lecturer	• Sound Design 1 • Sound Design 2 • Audio Branding
40.	Mamuka Muchiashvili	Adjunct Lecturer	• Camera 1 • Camera 2
41.	Nino Orjonikidze	Professor	• Visual storytelling 2 experimental film • Documentary Film Trends
42.	Ketevan Machavariani	Adjunct Lecturer	• Producing
43.	Revaz Kiknadze	Adjunct Lecturer	• Music morphology
44.	Anna Diapshipa	Adjunct Lecturer	• Documentary Film Producing
45.	Ivane Arsenishvili	Adjunct Lecturer	• Documentary Filmmaking
46.	Levan Kukhashvili	Adjunct Lecturer	• Postproduction
47.	Irakli Solomonashvili	Adjunct Lecturer	• Script and Storyboarding
48.	Nana Ioseliani	Adjunct Lecturer	• Script and Storyboarding
49.	Nino Tsikaridze	Adjunct Lecturer	• Production Management / Producing

50.	Ekaterine Kadagishvili	Adjunct Lecturer	• Corporate Communication
51.	Aleksandre Koberidze	Adjunct Lecturer	• Directing short film
52.	Ana Asatiani	Adjunct Lecturer	• Web Design basics
53.	Nino Makhviladze	Assistant Professor	• Creative Entrepreneurship
54.	Nino Japiashvili	Professor	• Transmedia Storytelling
55.	Tamar Mshvenieradze	Adjunct Lecturer	• TV Formats and Producing
56.	Nino Dzandzava	Adjunct Lecturer	• Creative use of archives
57.	Luka Nakhucrishvili	Adjunct Lecturer	• Art and Philosophy
58.	Irakli Khvadagiani	Adjunct Lecturer	• Georgia-The latest history processes
59.	Magda Panchulidze	Adjunct Lecturer	• German 1 • German 2
60.	Teimuraz Rukhaia	Adjunct Lecturer	• Motion Graphics 1 • Motion Graphics 2
61.	Konstantine Nacvlishvili	Adjunct Lecturer	• World Ethno Culture
62.	David Gurgenidze	Adjunct Lecturer	• Contemporary Film
63.	David Chigholashvili	Adjunct Lecturer	• Visual Anthropology
64.	Tinatin Stambolishvili	Associate Professor	• BOOT CAMP
65.	Irina Bregvadze	Adjunct Lecturer	• BOOT CAMP