



GRAPHIC DESIGN – STUDY TO BE INNOVATIVE, TO INVENT AND INSPIRE CHANGE.

**UITM OFFERS THE EXCITING
OPPORTUNITY TO LEARN
ABOUT THE PROFESSIONAL
WORLD OF DESIGN AND
HOW TO APPLY YOUR
CREATIVITY TO DEVELOP
AN INDIVIDUAL, HIGHLY
SKILLED PRACTICE
THAT MATCHES YOUR
AMBITIONS FOR LIFE AFTER
GRADUATION.**

**UNIVERSITY of INFORMATION
TECHNOLOGY and MANAGEMENT**
in Rzeszow, POLAND



6 REASONS TO STUDY GRAPHIC DESIGN

- Develop your creative skills and think outside the box
- Become a professional - practical classes with real-life business projects
- Work with advanced software and hardware to boost your employability
- Exciting job opportunities - graphic designers are always in demand
- Equipped with a pencil, computer and the right software, a designer can work anywhere in the world
- No two days are the same in a graphic designer's life - every day is a new creative challenge

NAME OF THE PROGRAMME: BACHELOR OF ARTS IN GRAPHIC DESIGN

MAJOR: Computer graphics and multimedia production

STUDY DURATION: 3 years (6 semesters)

LANGUAGE OF INSTRUCTION: English

STUDY MODES: Full-time

WINTER INTAKE: Recruitment starts April 26th 2021 and will last until 30th September 2021

TUITION FEE: EUR 2250 per semester (EUR 4500 payable upfront for the first year of study)

THE APPLICATION FEE: The application fee including postage of the original documents (non-refundable) EUR 200

APPLY HERE: LINK

ABOUT THE PROGRAMME

The Bachelor of Arts (BA) in Graphic Design gives you the opportunity to gain expert knowledge, skills and competences to work across a range of industries. The aim of the programme is to encourage your creativity as well as your personal and professional growth through the study of how to use visual communication for business purposes, including corporate and marketing communication, as well as branding. The emphasis is on the application of skills to develop ideas and present information in ways that are engaging, meaningful, useful and worthwhile. Depending on the project, your creative designs will challenge, shock, provoke, excite and entertain. Our classes are led by practitioners and professional who are already working in the business. By studying Graphic Design, you give yourself freedom of choice and a wide range of employment opportunities.

TEACHING AND LEARNING

The programme focuses on a practical approach to teaching, reflected in the practice-oriented coursework. You will have the opportunity to attend seminars, workshops, lectures, problem-based projects as well as meetings with tutors - all to engage your interest and enable you to become a designer. Classes are held on weekdays in small cohorts to ensure that you receive full support and to get the best out of the programme and increase the effectiveness of the educational process. You will work with high class software – Adobe CC, Autodesk product suit, Unity and UnrealEngine, using them to raise your creative potential and employability. UITM is equipped with a TV Studio, Photography studio, 3D printing laboratory, Virtual reality laboratory and Radio Studio. Assessment methods include projects, reports, presentations, case studies as well as time-constrained in-class tests and exams.



PROGRAMME STRUCTURE

YEAR 1

- Basic Graphics Software
- Graphic Design Studio
- Introduction to Typography
- Basics of 3D Graphics
- Sound Processing
- Drawing and Composition
- Fundamentals of Marketing Communication
- History of Art
- Information Management
- Contemporary Media
- Media Market Research
- Social Science Elective Course I
- Philosophy

- Information Technology
- Poland and the World
- Tutorial
- English language
- Physical education
- Health and Safety while studying
- Vocational Apprenticeship
- Foreign Language: Polish

YEAR 2

- Project Management
- Digital Painting
- DTP
- Marketing in the Media
- Typography
- Animation Studio
- Video Studio

- Design and Transmission Technicians Studio
- Digital Photography Studio
- PR Campaigns
- Branding
- Visual Composition
- Designing for social media
- Fundamentals of Law
- Social Science Elective Course
- Information Technology
- English Language
- Physical Education
- Proseminar
- Vocational Apprenticeship

YEAR 3

- Packaging Design

- Advertising Law
- Universal Design
- Multimedia Graphics
- UX Design
- Advertising Forms Design
- Design for Communication and Visualization
- Sign and Information Systems Design
- Visual Identification Systems Design
- DTP2
- Copyright
- Fundamentals of Economics
- Vocational Apprenticeship

CAREER OPPORTUNITIES

THE BA IN GRAPHIC DESIGN WILL ENABLE YOU TO TAKE A HUGE STEP TOWARDS FINDING YOUR DREAM JOB, FOR EXAMPLE:

- Graphic Designer
- Social Media Designer
- Full Stack Graphic Designer
- UX Designer
- Web Designer
- Brand Identity Designer
- Photo Editing Artist
- Layout Artist

ENTRY REQUIREMENTS

- Secondary School certificate (original document and sworn translation into English or Polish) with Apostille or legalized by the Polish Embassy (check the list of members of Hague Convention Abolishing the Requirement of Legalisation for Foreign Public Documents).
- English Certificate (which confirms knowledge of the English language at least at B1 level or higher in accordance with the Common European Framework).



ABOUT UITM



Quality Education
affordable tuition fees



Diploma
recognised worldwide



Cisco, Apple, Microsoft
training programmes



Ringier Axel Springer, VERASHAPE, PeopleCanFly, Juice.pl
strategic business partners for each programme



Prestigious Certificates
free for our best students



Internship at
International Companies



Great job opportunities
in global industries



Mobility
with EU Universities



Internationalisation
students from 50 countries



Unique students experience
in Europe