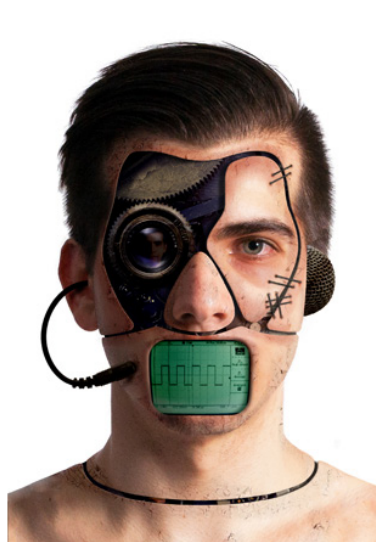
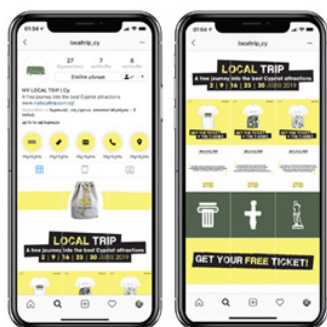
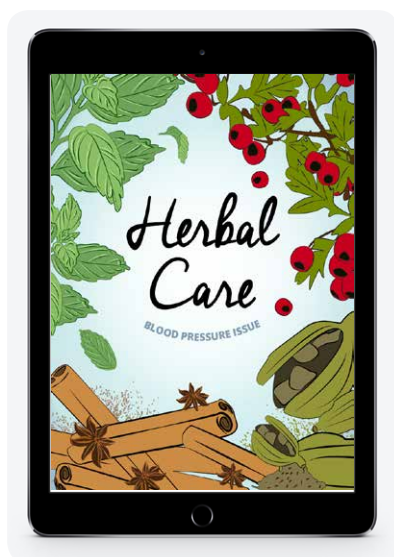


# SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

## DEPARTMENT OF DESIGN AND MULTIMEDIA

### GRAPHIC COMMUNICATION

#### Bachelor's Degree | BA



#### Overview

The Graphic Communication programme focuses on the design of the graphic language, delivering the ideal balance of practical, technological and theoretical learning. It builds strong foundations in digital design and production methods and equips students with the tools necessary to

conceive, develop and manage the graphic design projects of tomorrow. Its content offers students substantial training that will enable them to either move into leading positions in the professional sector or pursue high level postgraduate studies.



UNIVERSITY  
of NICOSIA

# Graphic Communication

## Bachelor's Degree | BA

|                          |                       |
|--------------------------|-----------------------|
| Degree awarded:          | Bachelor of Arts (BA) |
| Duration of study:       | 4 years               |
| Mode of study:           | full time   part time |
| ECTS credits:            | 240                   |
| Language of instruction: | English               |
| Mode of delivery:        | on campus             |

### Career Prospects

Graphic and digital design studies at UNIC provide excellent career opportunities for those who wish to become graphic and web designers in areas including typography, conventional and electronic publishing, printing, information architecture, corporate identity and branding, illustration, digital and online media, or work as designers for museums and galleries.

### Why Study Graphic Communication at UNIC

- State of the art equipment and premises.
- Highly personalised education that prepares you for the ever-changing future.
- Teaching based on excellence in staff research and practice. Research active members of the academic staff and internationally acclaimed art and design practitioners teach high-calibre graduates how to become leaders in the creative industries.
- Interdisciplinary approach fosters critical, theoretical and creative exploration of fields such as typography and visual communication, interaction and interface design, virtual environments and information spaces, photography, painting, sculpture and printmaking and other pertinent areas.
- Student participation in national and international design assessment schemes and competitions.
- Numerous exhibitions, seminars, workshops and conferences.
- Training and work placement abroad opportunities through Erasmus+ and International Association for the Exchange of Students for Technical Experience (IAESTE).
- High rate of full-time employment after graduation.
- Students are offered the opportunity to pursue a Minor in Applied Multimedia or Fine Art.

## PROGRAMME BREAKDOWN

### 1<sup>st</sup> Year

| Course Code                             | Course Title                       | ECTS      |
|---|------------------------------------|-----------|
| <b>1<sup>st</sup> Semester / Fall</b>   |                                    | <b>30</b> |
| ART-135                                 | Fundamentals of Drawing            | 6         |
| DES-116                                 | Fundamentals of 2D Design          | 6         |
| DES-260                                 | Photography I                      | 6         |
| MULT-160                                | Introduction to Multimedia         | 6         |
| ENGL-101                                | English Composition   Elective     | 6         |
| <b>2<sup>nd</sup> Semester / Spring</b> |                                    | <b>30</b> |
| ART-281                                 | History of Art                     | 6         |
| DES-126                                 | Introduction to Typography         | 6         |
| DES-156                                 | Fundamentals of 3D Design          | 6         |
| MULT-161                                | Interactive Multimedia Development | 6         |
| COMM-117                                | Video Production   Elective        | 6         |

### 2<sup>nd</sup> Year

|   |   |           |
|---|---|-----------|
| <b>3<sup>rd</sup> Semester / Fall</b>   |   | <b>30</b> |
| DES-206                                 | Graphic Design                                    | 6         |
| DES-226                                 | Digital Imaging                                   | 6         |
| DES-236                                 | Typography and Graphic Communication              | 6         |
| MULT-250                                | Storyboarding and 2D Animation                    | 6         |
| ART-180                                 | Process and Project-based Art Practice   Elective | 6         |
| <b>4<sup>th</sup> Semester / Spring</b> |   | <b>30</b> |
| ART-290                                 | Figure Drawing                                    | 6         |
| DES-256                                 | Editorial Design                                  | 6         |
| DES-286                                 | Production Methods for Graphic Design             | 6         |
| DES-306                                 | Illustration                                      | 6         |
| COMM-200                                | Business & Professional Communication   Elective  | 6         |

### 3<sup>rd</sup> Year

|   |  |              |
|---|--|--------------|
| <b>5<sup>th</sup> Semester / Fall</b>   |  | <b>30</b>    |
| DES-326                                 | Design for Packaging                               | 6            |
| DES-356                                 | Publishing   | 6            |
| MULT-360                                | Interface Design and Development                   | 6            |
| DES-270                                 | Photography II   Elective                          | 6            |
| ART-384                                 | Modern and Contemporary Art   Elective             | 6            |
| <b>6<sup>th</sup> Semester / Spring</b> |  | <b>18-36</b> |
| DES-346                                 | Graphic Design for Social & Commercial Advertising | 6            |
| DES-366                                 | Information Design                                 | 6            |
| DES-376                                 | Visual literacy                                    | 6            |
| MULT-265                                | Special Effects                                    | 6            |
| PSY-110                                 | General Psychology I   Elective                    | 6            |

### 4<sup>th</sup> Year

|   |   |           |
|---|---|-----------|
| <b>7<sup>th</sup> Semester / Fall</b>   |   | <b>30</b> |
| DES-426                                 | Graphic Design Work Placement               | 6         |
| DES-436                                 | Research Methodologies in Design            | 6         |
| DES-446                                 | History of Graphic Communication            | 6         |
| MULT-361                                | 3D Modelling and Animation   Elective       | 6         |
| ART-330                                 | Handmade Animation   Elective               | 6         |
| <b>8<sup>th</sup> Semester / Spring</b> |   | <b>30</b> |
| DES-456                                 | Negotiated Project in Graphic Communication | 6         |
| DES-466                                 | Advanced Screen Typography                  | 6         |
| DES-486                                 | Graphic Communication Final Project         | 6         |
| BADM-231                                | Business Communications   Elective          | 6         |
| ART-251                                 | Printmaking   Elective                      | 6         |