MA IN POSTER AND COMMUNICATIVE DESIGN
(TAUGHT IN BULGARIAN)

Brief presentation of the program: Master Program "Poster and communicative design" aims to build knowledge and skills in the area of authoring poster, graphic design and communicative. The training is structured in three regular semesters, including a preparatory unit, offering an opportunity for candidates with Bachelor degree from another scientific field to achieve the basic knowledge and skills necessary for further education in the field of poster art and communicative design.

The program provides a broad profile of knowledge and references to current trends in poster art and communicative design.

During the three semesters of study the program considers genre diversity poster art, and all aspects of contemporary applied arts. Developed through thematic courses, students are trained in conceptual development and design of a poster advertising graphics, label, packaging, logo, corporate style, pictographs, etc. The educational process pays particular attention to the fonts, typography and calligraphy as the main expression of modern graphic design. Through theoretical lectures, seminars and conferences, students are introduced to the traditions and achievements of Bulgarian and world poster and graphic. Training is supplemented by courses involving specialized computer programs for graphic design.

An important focus of the program is the possibility in the third semester for internships and practices in different advertising agencies and UPIZ designed to provide student access to external professional environment and work on specific real projects.

Major and professional qualification
Major: Poster and communicative design
Qualification: Master in Poster and communicative design

Preparatory semester
BASIC COURSES
VIPM102 Nature Morte 30 academic hours, 3 credits
VIPM107 Graphics and print techniques 30 academic hours, 3 credits
VIPM111 Composition and color science 30 academic hours, 3 credits
VIPM112 Plastic expressions 30 academic hours, 3 credits
VIPM153 Basic concepts in computer graphics 30 academic hours, 3 credits
VIPM255 Fonts and calligraphy 30 academic hours, 3 credits
VIPM256 Stylization in graphic design 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)
VIPM115 Individual work in studio: plastic forms 30 academic hours, 3 credits
VIPM116 Individual work in studio: graphic techniques 30 academic hours, 3 credits
VIPM121 Project: color theory 30 academic hours, 3 credits
VIPM122 Individual work in studio: Nature Morte 30 academic hours, 3 credits
VIPM257 Project: Computer Graphics 30 academic hours, 3 credits
VIPM258 Project: Font and Calligraphy 30 academic hours, 3 credits
VIPM259 Project: Plaque composition and stylization 30 academic hours, 3 credits

First semester courses
BASIC COURSES
ADVM105 Perspectives of creative process in advertising 30 academic hours, 3 credits
VIPM361 Poster art genres Part I 30 academic hours, 3 credits

VIPM362 Means of expression in contemporary poster Part I 30 academic hours, 3 credits
VIPM364 Graphic Software Part I / Adobe Photoshop / 30 academic hours, 3 credits
VIPM365 Typography Part I 30 academic hours, 3 credits
VIPM366 Trademark 30 academic hours, 3 credits
VIPM367 Strategies in communicative design 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)
ADVM109 Individual work: Perspectives of creativity in advertising 30 academic hours, 3 credits
VIPM368 Project: Genres poster 30 academic hours, 3 credits
VIPM369 Project: Means of expression in contemporary poster (associative preview)
30 academic hours, 3 credits
VIPM371 Project: Digital illustration 30 academic hours, 3 credits
VIPM372 Project: Typography 30 academic hours, 3 credits
VIPM373 Individual work: trademark and branding 30 academic hours, 3 credits
VIPM374 Seminar with guest speakers: Communication Strategies 30 academic hours, 3 credits

Second semester courses
BASIC COURSES
VIPM400 Poster art genres Part II 30 academic hours, 3 credits
VIPM401 Means of expression in contemporary poster Part II 30 academic hours, 3 credits
VIPM402 Graphic Software Part II / Adobe Illustrator / 30 academic hours, 3 credits
VIPM403 Typography Part II 30 academic hours, 3 credits
VIPM404 Communicative design 30 academic hours, 3 credits
VIPM405 Design and layout of package and label part I 30 academic hours, 3 credits
VIPM406 Illustrative techniques in graphic design 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)
VIPM407 Practice UPIZ or advertising agency 120 academic hours, 12 credits
VIPM408 Project: Package and Label 30 academic hours, 3 credits

Third semester courses
BASIC COURSES
ADVM104 Management of advertising design 30 academic hours, 3 credits
CASM247 Application of InDesign in graphic design 30 academic hours, 3 credits
VIPM300 Portfolio: layout and presentation 30 academic hours, 3 credits
VIPM500 Poster art genres Part III 30 academic hours, 3 credits
VIPM501 Modern trends in advertising design 30 academic hours, 3 credits
VIPM502 Design and layout of package and label Part II 30 academic hours, 3 credits
VIPM503 Total Design 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)
VIPM504 Internship: Poster and communicative design 150 academic hours, 15 credits