University of Zagreb
Faculty of Graphic Arts

SVEUČILIŠTE U ZAGREBU 1669

UNDERGRADUATE STUDY OF GRAPHIC TECHNOLOGY

lasting 6 semesters - 180 ECTS credits (three years). The academic degree received upon completion of the program is Bachelor of Science in Graphic Technology

COURSE: TECHNICAL-TECHNOLOGICAL

Students of technical and technology-oriented courses master the basics necessary to understand the technical and technological process of creating a graphic product through a series of basic and specific skills and competencies in mathematics, physics, chemistry and computer technology. Specific knowledge and skills are acquired through subjects that make up the core of the program: materials in graphic production, printing forms, reproduction photography, typography, printing, bookbinding, packaging, the organization of graphic production, multimedia communication, marketing and quality control.

COURSE: DESIGN OF PRINTED PRODUCTS

Beside mastering basic subjects mentioned above, students taking the course Graphic Product Design also acquire basic knowledge and skills in visual and graphic arts, the theory of shapes, visual arts practice, original graphics, photography, communicology and visual communication. This course enables students to solve design problems related to different types of graphic products. They acquire knowledge, competencies and skills needed to approach any communication problem via different design methods.

GRADUATE STUDY OF GRAPHIC TECHNOLOGY

lasting 4 semesters - 120 ECTS credits (two years). The academic degree received upon completion of the program is Magister of Science in Graphic Technology

COURSE: TECHNICAL-TECHNOLOGICAL

The graduate program enables students to achieve expert and creative breadth, academic development and do independent work in all areas of graphical practice. In accordance with that, students are taught to run and manage every type of printing system, from the smallest to the medium, large and extra large, as well as to economize and manage quality within such systems.

MODULES:
GRAPHIC TECHNOLOGY, MULTIMEDIA, PUBLISHING, PACKAGING, GRAPHIC MANAGEMENT

COURSE: DESIGN OF PRINTED PRODUCTS

Students are educated in the modeling and design of graphic products, the development of communicological criteria in graphic design and the testing and optimization of graphic materials.

POSTGRADUATE DOCTORAL STUDY OF GRAPHIC ENGINEERING AND GRAPHIC PRODUCT MODELING

lasting *6 semesters - 180 ECTS credits. The academic degree received upon completion of the program is Doctor of Science in Graphic Technology.

*The full-time study program lasts 6 comprised of five grades: semesters, and the part-time program 10 semesters!

COURSE: GRAPHIC ENGINEERING

The courses on offer depend on the interest and affinities demonstrated by the students. Emphasis can be placed on graphic materials, computer preparation, printing systems, packaging, bookbinding, multimedia or graphic communication, alongside the exploration of the ecological problems of modern society and the relations of science, society and technology in a graphic-technological context of European and Euro-Atlantic integration processes.

COURSE: GRAPHIC PRODUCT MODELING

This course deals with graphic media and their graphic structure, tolerance and success of single design solutions. It also deals with the theory and methodology of design, the problems of industrial design and the function of design as a medium of communication. It also approaches the modeling of graphic products from an etiological aspect, as well as a part of a media campaign. Special attention is given to the shaping of digital space and user interface.

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