



UX AND GRAPHIC DESIGN

**(BA) – STUDY TO
BE INNOVATIVE,
TO INVENT, AND
INSPIRE CHANGE**

**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**

6 REASONS TO STUDY UX AND GRAPHIC DESIGN

- TEU in Kraków Technology Park is the best place to develop your talent. During your studies, you will build a portfolio that will open the door to the employer of your choice
- Intensive personal development in the field of creativity, perception of contemporary design problems, a research workshop, and critical thinking
- Work with advanced software and hardware to boost your employability
- Exciting job opportunities, not only in European Union – UX designers are always in demand
- Equipped with a pencil, computer and the right software, a graphic designer can work anywhere in the world
- Thanks to the cooperation with the staff of practitioners, business partners of the course and frequent teamwork, you can build your own network that will help speed up your career – also in remote work, regardless of the place of residence you choose

NAME OF THE PROGRAMME:

UX AND GRAPHIC DESIGN BACHELOR OF ARTS (BA)

MAJOR: Graphic Design and Multimedia

STUDY DURATION: 3 years (6 semesters)

LANGUAGE OF INSTRUCTION: English

STUDY MODES: Full-time

WINTER INTAKE: Recruitment starts April 4th 2022 and lasts until September 30th 2022

APPLY HERE: [LINK](#)

ABOUT THE PROGRAMME

UX and Graphic Design – studying in Graphic Design and Multimedia (BA) allows you to explore different approaches to design and design research, using methods such as design thinking, workshops, laboratories, interdisciplinary projects. The study program is structured like the famous Bauhaus and HFG Ulm schools, with the first year as the common core base and two subsequent years full of specialized courses.

Our classes are led by practitioners and professionals who are working in the business. UX and Graphic Design program gives the freedom of choice and a wide range of employment opportunities in the whole world. The University UX Lab and our design studios offer all you need to research, analyze and design.

TEACHING AND LEARNING

The program focuses on a practical approach to teaching, reflected in the practice-oriented coursework. You will have the opportunity to attend seminars, work-

shops, 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 groups to ensure that you receive full support and get the best out of the program and increase the effectiveness of the educational process. We offer modern space, fully equipped computer laboratories, a photo studio, a library, and also a big, bright common space for students – an environment that encourages students to work together and build connections. University labs are equipped with Adobe CC, Blender, Zbrush, 3DS Max, Unreal Engine (UE4), Maya, and others.

All our students are invited every year to participate in the Festival of Creative Initiatives (Separator), which take a place in June or July. During some days there are student work exhibitions and many other events with famous designers from Poland and abroad (online or onsite). The Festival is being organized by second-year students and is visited by employers. This is an important moment in the career of young designers.





photo: Anna Stankiewicz

PROGRAMME STRUCTURE

YEAR 1

- Tutorial
- Information architecture and tools in design
- Introduction to research methodology
- Design history
- Introduction to the history of art
- Sociology of art and design
- Branding
- Marketing
- Copyright and ethics in the profession of designer
- Universal design
- Psychology of the user
- Introduction to project management
- Introduction to graphics software
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Drawing and composition
- Visual communication
- Typography
- English Language
- Foreign Language: Polish

YEAR 2

- Introduction to User Experience
- Research in UX design
- Modelling and architecture
- Design process
- Prototyping
- UX International Workshop
- UX Writing
- Visual Thinking
- Design workshops
- Photography
- Promotion management
- Career management
- Business workshop
- Proseminar

YEAR 3

- Internet Analytics
- Psychology in UX
- UX strategy
- UI Design
- Workshop tools
- Data visualization
- Project management and communication
- Critical thinking
- Seminar with a graduate studio

CAREER OPPORTUNITIES

- UX Designer
- UX Researcher
- UI Designer
- Graphic Designer
- Product Designer
- Experience Designer
- Change Agent

YOU WILL FIND EMPLOYERS AMONG:

- technology companies,
- research agencies,
- advertising agencies,
- software house and consulting companies...

... and all companies who are active on the Internet!

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 B2 level or higher in accordance with the Common European Framework)

FEES:

TUITION FEE FOR CANDIDATES FROM THE EU, EASTERN EUROPE AND CENTRAL ASIA 3000 EUR
APPLICATION FEE FOR CANDIDATES FROM THE EU, EASTERN EUROPE AND CENTRAL ASIA 100 EUR

TUITION FEE FOR CANDIDATES FROM OUTSIDE THE EU, EASTERN EUROPE AND CENTRAL ASIA 4000 EUR
APPLICATION FEE FOR CANDIDATES FROM OUTSIDE THE EU, EASTERN EUROPE AND CENTRAL ASIA 150 EUR



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BENEFITS

OF STUDYING AT TEU



QUALITY EDUCATION
at affordable tuition fees



INTERNSHIP
at international companies



DIPLOMA
recognised worldwide



GREAT JOB OPPORTUNITIES
in global industries



STUDY PROGRAMMES
co-created with business: Adecco, Alexander Mann Solutions, Ergo Design, Project People, Artifex Mundi, Moonlit



MODERN TEACHING
strategies: strategic and simulation games, live case studies, tutoring



PRESTIGIOUS CERTIFICATES
free for our best students



MOBILITY WITH EU UNIVERSITIES:
France, Spain, Portugal, Germany and others



COMFORTABLE CONDITIONS
and accelerated learning for working students as well as those studying multiple programmes at the same time



OPPORTUNITY TO STUDY
in Kraków Technology Park: a special economic zone, technology incubator, seed fund, investor one-stop-shop, clusters, multimedia labs, research projects

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