WSB MERITO UNIVERSITY WARSAW

Multimedia and Computer Graphics

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Bachelor's degree • From October • English • Admission closed • 6 semesters

City: Warszawa

What will you learn?

- You will learn to **draw traditionally and process images in 2D and 3D graphics**, which will allow you to create professional graphic designs.
- You will become familiar with **tools for designing websites and advertising materials**, developing your skills in visual marketing.
- You will gain knowledge in **project management and the use of project methodologies**, which will increase your effectiveness in teamwork.
- You will learn **programming at a basic level, adapted to your specialisation**, which will broaden your technical competences.
- You will master **creating posters, printed materials and interactive graphics**, which will allow you to develop your own creativity.
- You will work on **semester projects and take part in study visits**, gaining practical experience in real professional settings.

Work opportunities

- You can work as a **computer graphic designer**, creating visualisations, logos and other graphic elements.
- You can be employed as a **web designer**, designing modern and functional websites.
- You can work as a **multimedia specialist**, creating interactive content and animations for marketing purposes.
- You will develop your career as a **UX/UI analyst**, optimising the usability and visual appeal of user interfaces.
- You will find employment in **advertising agencies as an art director**, managing creative visual projects.
- You can work as a **3D graphics specialist**, creating models and animations for games, films or simulations.

The aim of the programme is to educate graduates with a high level of practical skills in computer graphics design, multimedia and other forms of online communication, who at the same time have strong IT abilities (programming, data analysis, understanding multimedia technologies) and a high level of business culture (understanding business, the ability to create products and assess their effectiveness).

Study program

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

Practical studies

We teach in a way that best prepares you for the real challenges you will encounter in your professional work.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

Selected major-specific courses:

- Drawing workshop (traditional drawing)
- Typography and calligraphy
- 2D and 3D graphics processing
- Graphic programming
- Graphic project management
- Website design
- Creation of advertising materials
- Study visits and professional internships

Selected specialization courses

- Brand creation. Branding
- Web UI applications
- Product photography
- Visual brand identity
- Basics of cybersecurity

Foreign language study

For full-time studies:

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- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:
all classes are conducted on-site with a language instructor.

For part-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

Form of delivery:

- 16 hours of classes in a classroom with a language instructor (during on-campus sessions)
- 14 hours carried out in an e-learning format

Languages to choose from: English, German, Spanish.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own project!

Programme partners

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How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.
Learn more

Take the first step – register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents.
Create an account or log in

Specializations in the Multimedia and Computer Graphics program

Graphic Design and Visual Communication

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