WSB MERITO UNIVERSITY WARSAW

# Graphic Design and Visual Communication

BACHELOR'S DEGREE - SPECIALITY

**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 gain skills in **designing signs, logos, and visual identities**, enabling you to create unique brand images.
- You will learn **professional photo editing and raster graphics processing**, allowing you to create attractive graphic designs.
- You will master the creation of **vector graphics**, which will let you design scalable, high-quality visual materials.
- You will get to know graphic software for **designing for social media and advertising**, which will let you communicate visually in an effective way.
- You will understand the principles of **branding and creating visual identity**, which will strengthen brand recognition.
- You will learn to design **web application UI**, opening up opportunities to work on modern digital projects.

# Work opportunities

- As a **designer in an advertising agency**, you will create visual solutions that support marketing campaigns.
- In the role of a **cover, packaging, and label designer**, you can develop unique designs that make products stand out.
- Working as a **branding creator**, you will be responsible for shaping the visual identity of brands.
- In the role of a **motion graphics designer**, you will create dynamic visual materials that support video promotion.
- As a **visual marketing specialist**, you will ensure a consistent visual message across marketing activities.
- In the position of a **visual communication designer for social media**, you will create engaging graphic content for social platforms.

If you are interested in creativity, expressing yourself through art, or simply enjoy designing, this specialisation can meet your expectations. You will study not only typical graphic design subjects, but also the basics of programming, traditional drawing, and design-focused subjects such as principles of composition and fundamentals of graphic design.

Additionally, by learning video and audio editing as well as photography, you will gain the ability to record and present your artistic work in an audiovisual form, also for brand creation purposes.

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.

# Study program

## Practical studies

We teach in a way that prepares you as well as possible 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** – market experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

## Selected major-specific courses

- Classes in traditional drawing
- Raster graphics
- Typography and calligraphy
- 3D graphics
- Classical and digital animation
- Photography
- Composition
- Advertising, poster design

## Selected specialization courses

- Brand creation. Branding
- Web application UI
- Product photography
- Brand visual identity
- Basics of cybersecurity

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## Foreign language study

**In full-time studies:**

- 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 campus with a language teacher.

**In 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 classroom classes with a language teacher (sessions)
- 14 hours delivered 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

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