Multimedia and computer graphics - Graphic design and visual communication

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

How is studying Multimedia and Computer Graphics at WSB Merito University going to benefit you?

Mode of study

You can complete this degree programme both in the full-time and part-time mode.

In the full-time mode, you meet with your academic teachers and fellow students in the classroom during classes conducted on weekdays – usually 3 or 4 days a week.

In the part-time mode, you meet with your academic teachers and fellow students in the classroom during classes conducted on the weekends – usually every two weeks.

Method of conducting the programme

This degree programme is conducted in the hybrid mode.

lectures are delivered **remotely with the use of MS Teams,**
classes, tutorials and language classes **are held in the classroom.**

What does the hybrid form of classes look like?

There are either only lectures on one day or only classes, e.g. you study on-line from home on Saturday and come to the university on Sunday.

The **Multimedia and Computer Graphics** programme combines development in five areas: multimedia, practical computer graphics, social communication, user research and business product development as well as the basics of computer science. The curriculum is coherent and combines all these areas in terms of topics discussed. It also consists of courses requiring manual skills, e.g. Traditional Drawing Workshop or Typography and Calligraphy.

Graduates are versatile and can work in a variety of environments and roles, such as business analyst with programming or graphic design skills.

Classes **are held in well-equipped classrooms,** photo studios or computer labs possessing the latest software versions (including Adobe Photoshop, Adobe Illustrator, Adobe AfterEffects, Blender and Autodesk 3DS Max). The use of artificial intelligence algorithms, such as Midjourney or Stable Diffusion, is also an important part of the courses.

During your studies, **you will acquire skills of traditional drawing, image processing in 2D and 3D graphics, programming** and **designing** advertisements, posters, printed documents and websites. You will learn to apply the elements of project management, which will prepare you for various professional tasks that you can later encounter in the graphic design industry.

By developing the key skills of the future, our programmes respond to the current challenges of the labour market. During classes, you will acquire practical skills such as teamwork, career planning and interdisciplinary problem solving. You will have the opportunity to gain practical industry knowledge by participating in **semester and interdisciplinary projects.**

Key program features

this programme combines three areas – graphics, social communication and computer science
the versatility of the programme allows graduates to work in a variety of environments
digital techniques classes and courses aimed at the development of manual skills

For whom?

If you love being creative and you want to combine creativity with computer science in visual communication and graphic services, the **Multimedia and Computer Graphics** programme is for you.

After graduation, you will find employment as a designer in an advertising agency, on-line project manager, media planner, marketing specialist, business analyst, multimedia specialist, webmaster, front-end developer, web application back-end developer, mobile application designer, corporate visual identity designer, social media communication designer or graphic designer.