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# Magister oblikovanja vizualnih komunikacij/magistrica oblikovanja vizualnih komunikacij

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## Selected qualifications

Magister ekonomskih in poslovnih ved/magistrica ekonomskih in poslovnih ved 

<b>Name of qualification</b>	Magister oblikovanja vizualnih komunikacij/magistrica oblikovanja vizualnih komunikacij
<b>Translated title (no legal status)</b>	Master of Arts in visual communications design
<b>Type of qualification</b>	Diploma druge stopnje
<b>Category of qualification</b>	Izobrazba
<b>Type of education</b>	Master's education
<b>Duration</b>	2 years
<b>Credits</b>	120 credits

## Admission requirements

- A successfully passed special aptitude test consisting of an admission interview with a presentation of the candidate's work (portfolio) in the field of visual communications or its subdisciplines (graphic design, photography, illustration and interactive design) and the submission of a two-page written plan of work for the second cycle; and:
  - a completed first-cycle study programme in visual communications; or
  - a completed first-cycle study programme in another field; if necessary, before enrolling in the second-cycle study programme the candidate must complete any missing course units and other requirements essential for further study, for a total of between 10 and a maximum 60 credits, which are defined for each candidate separately by the departmental committee; or
  - a completed professional higher education programme adopted before the 2004 ZViS; if necessary, before enrolling in the second-cycle study programme the candidate must complete any missing course units and other requirements essential for further study, for a total of between 10 and a maximum 60 credits, which are defined for each candidate separately by the departmental committee.

## ISCED field

Field  
Umetnost in humanistika

## ISCED subfield

subfield likovna umetnost

## Qualification level

SQF 8  
EQF 7  
Second level

## Learning outcomes

The qualification holder will be able to:  
PHOTOGRAPHY

- demonstrate proficiency in the most advanced knowledge in the field of photography and design,
- analyse, synthesise and autonomously plan the complete design process in photography and visual communications,
- undertake independent creative and research-based activities in the field of photography and design,
- develop artistic awareness and sensitivity,
- demonstrate awareness of the importance of photography and its role in various media,
- apply knowledge in practice, realise, present and promote own photographic and design work,

GRAPHIC DESIGN

- undertake independent creative and research-based activities relating to the most complex tasks in visual communications design,
- demonstrate awareness of the importance of graphic design and its role in social communication,

- demonstrate proficiency in the most advanced current knowledge in the field of graphic design,
- develop new methodological approaches for the addressing of planning problems,
- apply knowledge in practice, realise, present and promote own design work,

#### ILLUSTRATION

- undertake independent creative and research-based activities relating to the most complex tasks in illustration: book illustration, scientific illustration, animation, strip cartoons, etc.
- demonstrate awareness of the importance of illustration and its role in social communication,
- demonstrate proficiency in the most advanced current knowledge in the field of illustration,
- acquire knowledge from other fields and incorporate it into the illustration process,

#### INTERACTIVE DESIGN

- demonstrate proficiency in basic knowledge in the field of interactive design,
- integrate knowledge from other fields and incorporate it into the design process,
- develop new methodological approaches for addressing the planning problems of the design process as a whole in interactive design,
- undertake independent creative and research-based activities in the field of interactive design,
- develop artistic awareness and sensitivity,
- demonstrate awareness of the importance of interactive design and its role in various media and social communication,
- demonstrate proficiency in the most advanced current knowledge in the field of interactive design.

## Assessment and completion

Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

120 credits (ECTS)

## Transitions

Third-cycle doctoral study programmes (SQF level 10)

## Condition for obtaining certificate

To complete their studies, students must complete all course units prescribed by the study programme and the syllabuses of the subjects prescribed in the chosen stream, for a total of 120 credits. Students must write and defend a master's thesis (30 credits). Studies are completed with the successful public

defence of a master's thesis that has been awarded a passing grade.

## Awarding body

University of Ljubljana, Academy of Fine Arts and Design

URL

<http://www.aluo.uni-lj.si/studijski-program/oblikovanje-vizualnih-komunikacij/podiplomski-studijski-program>  
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