

Degree Programme: GRAPHIC DESIGN AND PRINTING
ECTS code: P

Qualification awarded: MEng

Education forms: Full-time

Term of education:

1 year for a Master's degree after completing a Bachelor's degree in the same specialty or the specialty of Polygraphy.

2 years for a Master's degree after a Bachelor's degree from another specialty.

Final examination: development and public defence of a diploma project

Admission requirements The application requires a higher education diploma with an average grade of at least "Good" (4 on a 6-point scale)

Access to further studies: Graduates with a Master's degree can apply for a doctoral degree in graphic design, ergonomics, industrial design, and printing.

Programme importance: Effective design and high-quality printing are essential for the successful presentation of any product, service, or idea. The constant development of printing technologies and graphic design software requires specialists with up-to-date knowledge and skills. There is a growing demand for visual content in all aspects, especially related to the development of digital media and social networks. The program combines creative and technical knowledge.

General characteristics of the education:

The development of the graphic industry in Bulgaria determines the acute need for training highly qualified specialists. Graphic design, prepress, and printing of all daily newspapers, periodicals, magazines, advertising materials, packaging, etc. Require development of management and executive specialists with up-to-date qualification.

In the Master's degree program, the acquired knowledge is upgraded with specialized disciplines in the field of graphic design and print communications, with students deepening their theoretical and practical training in the discipline. For students in a two-year program, the most important special disciplines from the

Bachelor's program are tutored during the first two semesters. Students acquire lasting knowledge and skills in all areas of the graphic industry - design and prepress; design, construction, technological, production, testing, installation, diagnostic and repair activities in the field of printing equipment; marketing and advertising activities of printed products; management activities in companies in the field of graphic industry.

Educational and professional goals:

The main goal of the program is to train highly qualified specialists to meet the growing needs of the graphic industry. It combines a creative approach with technical knowledge, providing in-depth study of graphic design, working with software products and printing technologies, processes and machines. It develops aesthetic sense, creative thinking and visual communication skills. Students acquire knowledge and practical experience in various areas of graphic design - typography, print design, web design, advertising and packaging. The training is focused on building a solid base of knowledge about printing technologies, materials and processes, as well as the specifics of working with different printing machines. The program fosters graduates who are well-prepared for successful careers in the dynamic graphic communications sector.

Employment of the graduates:

Graduates of the "Design and Print Communications" program have broad professional opportunities in various areas of the graphic industry. They can hold positions such as:

- Graphic designers in advertising agencies, design studios, publishing houses, printing houses and other organizations. They are responsible for the visual design of various materials - logos, brochures, catalogues, websites, advertising banners, etc.
- Prepress specialists in printing and publishing houses. They prepare files for printing, control the quality of images and colour, perform colour corrections, etc.
- Technologists in printing houses. They are responsible for the technological process of printing, the selection of appropriate materials and machines, quality control of printed products, etc.
- Design, construction, testing, diagnostic and repair activities of printing systems.

- Managers in printing houses and advertising agencies. They organize and manage the work of the team, communicate with clients, control the deadlines and budget of projects.
- Entrepreneurs in the field of graphic design and print communications. • In addition to the graphic industry, graduates can also pursue careers in other areas where their knowledge and skills in visual communication and design are valued - for example, in the field of marketing, communications, education, etc.