Bachelor in **Art and Design** (180 ECTC, 3 academic years)

**The cultural and professional profile**
This study program aims to provide basic knowledge on art and design as part of a series of learning activities in art combined with other application areas, which bring a new connotation in this formation.

In other words, this study program aims to create the profile of an art and design expert with a broader theoretical and practical background, who not only “takes care” of the functions of the created objects and works, but also of their aesthetic aspect in the field of graphic design, industrial design, fashion, photography, painting, sculpture, etc. The student is enabled to an in-depth learning during the second level of studies in more specific areas of art, design, including architecture.

**Major issues covered in this study program:**
- **General formation**
  - History of architecture and of the city; History of Art; Modern Art and Contemporary Culture;
- **Formation in basic artistic culture and other fields**
  - Basics of artistic education; Visual Language; Painting; Euclidean Geometry; Free-hand Drawing & Graphic illustration; Ceramic and Sculpture.
- **Formation in special genres of art and design**
  - Photography; Alternative and Conceptual Arts; CAD and Computer-based Arts; Multimedial Art; Graphic Design; Artistic Design; Scenography; Museography and Expo;

**Employment Opportunities**
The main employment sectors include:
- The private sector of artistic studios; freelance artists including applicative art; the “industry” of marketing, publishing, media in general, garment, fashion, furniture production, etc.
- The public sector: in different governmental levels, in order to address with a new spirit issues dealing with the education of aesthetic taste and which have a high degree of social impact.