Master of Science in **Applied Design** (120 ECTS, 2 academic years)

**Cultural and professional profile**

The study program aims to provide deep knowledge of applied design concepts that contribute to the creation of a new expert by new training. Based on the international experience of the relationship that the schools of art and design have with those of architecture, we think that the creation of the study program for applied design besides the one for architecture will help mutually both these study programs, as it will strengthen the design dimension in a school having architecture as its main focus as in the case of POLIS. The proposal presented in this study program creates the profile of an expert focused on applicative aspects of the design of buildings with practical values and in this sense it is a novelty. Applied design is considered as the combination of learning activities related to two main components: applied arts and engineering. As such we can mention industrial design, graphic design, interior design, applied arts, multimedia, as well as functional arts. Often, architecture and photography is also included.

**Major issues covered in this study program:**

- **General formation**
  - History and art theory and advanced design; Studio and Interier Architecture Theory; Deep Theoritical knowledge of Modern Art & Applied Design; Scientific Research Method; Enterpreneurship, Business (Innovation Management);
  - **Formation in basic artistic culture and in other areas**
  - Graphic Design; Advanced Geometry in Architecture, 3D and Parametric Digital Design; Computer Graphic Techniques & Programs;
  - **Formation in special genres of art and design**
    - Interier Architecture Studio (Methods, Materials, Furniture, Lighting); Graphic and Industrial Design; Production; Packaging, Product Marketing and Branding, Multimedial Design; Image Promotion Design and Company Branding; Film Research

**Employment Opportunities**

The main employment sectors include:

- The private sector of artistic studios; freelance artists including the applied art part; the "industry” of marketing, publishing, media in general, garment, fashion, furniture production, designer as a person who curates the image; in the field of interier design of houses and bars, 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.