

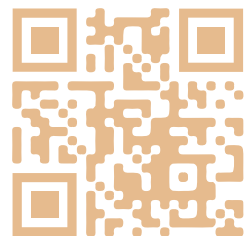


BAIYUCC

Belgrade business and arts
academy of applied studies

DEPARTMENT OF
ART AND DESIGN

BELGRADE BUSINESS
AND ARTS ACADEMY OF
APPLIED STUDIES –
BAPUCC





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BELGRADE BUSINESS AND ARTS ACADEMY OF APPLIED STUDIES - BAPUSS

is the state Academy of Vocational Studies in Serbia that covers three educational fields: artistic, social-humanistic, and technical-technological. It was formed by merging the College of Fine and Applied Arts in Belgrade and the Belgrade Business School, two institutions with the longest tradition in the field of vocational education.

From them, two departments were created:

- Department of Arts and Design
- Department of Business and Information Studies

Department of Art and Design is the only department of vocational studies in Serbia where education is fully conducted in the field of art.

The department has 5 study programs at two levels of study:

First level: Bachelor's studies (3 years - 180 ECTS points) with the following study programs: Image Media, Interior Design and Graphic Design.

Second level: Master's studies (2 years - 120 ECTS points) with study programs: Master program in Audiovisual Composition and Master program in Design, consisting of two modules - Spatial Design and Brand Design.

The specificity of the programs at the Department of Art and Design lies in working in small groups and an individual approach through the creation and resolution of various program tasks, artistic works, and design projects. The study programs are designed to develop students' visual sensibility, values, and theoretical and practical knowledge, combining classical art education with contemporary trends in the fields of audiovisual arts, interior design, and graphic design.

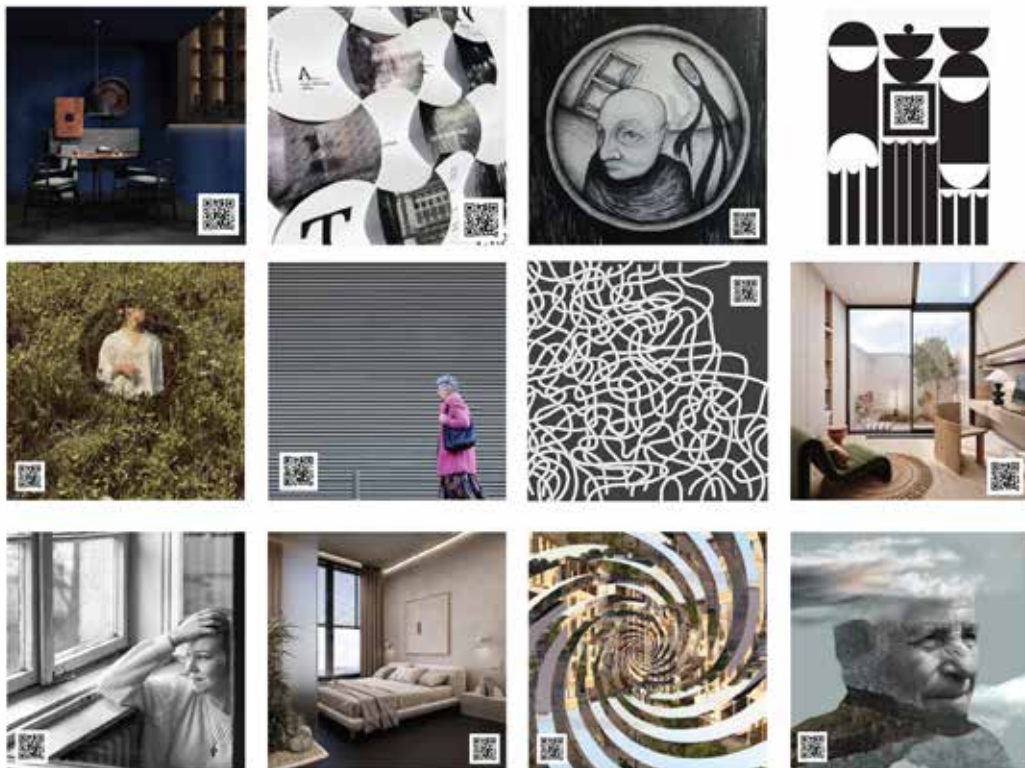
The qualifications acquired through higher vocational education enable students to enter the job market directly through independent work or by joining cultural institutions, creative industries, marketing agencies, architectural firms, design studios, etc. Upon completion of undergraduate professional studies, students can continue their education in master's profession-



al studies and further specialize in their desired field.

The program orientation of the Department of Art and Design reflects contemporary trends in higher vocational education, a dual concept of studying, with student professional practice as a key foundation for the development and shaping of experts who will be competitive not only in the domestic but also in the European and global job markets.

UNDERGRADUATE STUDIES





GRAPHIC DESIGN

The study program for Graphic Design is designed by contemporary trends and continuously updates its curriculum to meet the market's needs. This enables students to gain comprehensive skills necessary for a professional career in the industry. In the first year of study, general artistic subjects are covered, while in the second and third years, students focus on specialized subjects, going through all phases of the design process, from idea generation to realization in both print and digital formats. The program equips students with essential knowledge and skills in typography, digital graphics, packaging design, publication design, visual identity, animated graphics, web design, and interface design. Throughout the program, students are introduced to the history of art, the theory of contemporary art and culture, film, television, and other mass media. After graduation, students receive the title of Professional designer - Graphic designer, and they have the opportunity to continue their education in the master's program - Design, with a focus on Brand Design module.





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Izgled sajta - verzija 2





INTERIOR DESIGN

The Interior Design program introduces students to the various stages of designing different types of interiors at the conceptual level. This includes designing residential buildings, as well as interiors for commercial and administrative spaces, schools, sports and recreational facilities, and cultural venues. By developing creative thinking skills, students gain the necessary knowledge and skills for designing temporary, exhibition, and stage setups for both commercial and non-commercial purposes such as exhibitions, promotions, events, trade fair stands, public events, and more. Furthermore, the program teaches students to design and model virtual spaces for presentations, animations, and digital displays for various purposes. The program also develops creative thinking in the process of realizing projects for designing objects, products, and pieces of furniture.





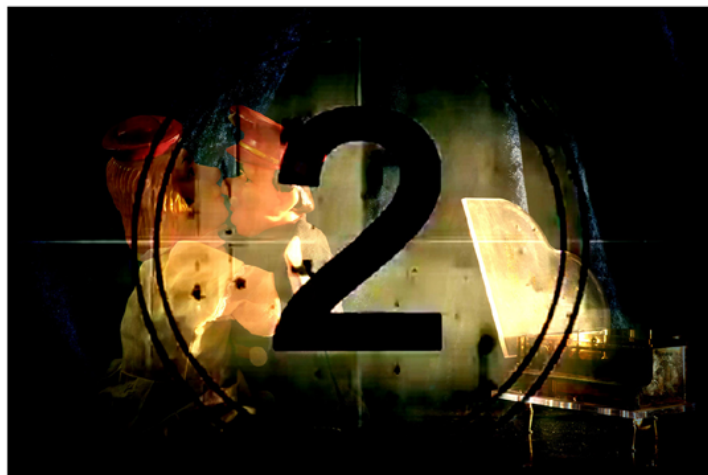




But they, they were enveloped with joy, covered with peace and outstretched on happiness. She could not understand. Don't they know their lives will come to an end?

IMAGE MEDIA

The Image Media program offers a comprehensive education in contemporary visual culture and art production. It takes an interdisciplinary approach by combining classical art education with the latest developments in audio-visual arts, computer graphics, multimedia, informatics, and technology. The traditional art disciplines, such as drawing, painting, sculpture, printmaking, and photography, serve as a foundation for exploring the phenomenon of images through modern media, such as digital images, graphics, video production and post-production, compositing, 2D and 3D animation, and visual effects (VFX). The program provides the competencies necessary for contemporary art practice and practical involvement in the emerging needs of the job market, primarily in the so-called creative industries such as television, film, theater, marketing agencies, visual effects post-production studios, animation, and video game production.





MASTER STUDIES

AUDIOVISUAL COMPOSITION

The master's program in Audiovisual Composition is located within the field of visual arts. With its interdisciplinary approach, it integrates classical visual education with the latest achievements in the fields of audiovisual arts, computer graphics, multimedia, informatics, and technical-technological areas. This positions the master's program in Audiovisual Composition as an educational leader for professionals in the creative IT sector, connecting art and digital technologies to the needs of the so-called Creative Industries for the production of visual content and post-production of special effects for film, TV, advertisements, and video games. It is professionally oriented towards preparing students for specific professions and positions within contemporary AV and VFX production.

The master's program in Audiovisual Composition equips students, with technical and

technological changes, for practical involvement in the challenges of modern visual communication. This provides them with the competencies needed for contemporary visual practices and emerging market demands related to the expanded space of images, the creative part of the IT sector, and the Creative Industries such as television, film, theater, marketing agencies, visual effects post-production studios, animation, and video game production. This approach allows the formation of a creative profile capable of complex reasoning, flexible creative work, critical evaluation, and continuous progress through learning, monitoring, understanding, and anticipating cultural, sociological, technological, and market changes in modern society.

The program is professionally directed towards preparing students for specific positions in the mentioned sectors, enabling graduates to work as creative specialists (VFX generalists) performing a wide range of tasks in the production and post-production of artistic and audiovisual content dealing with computer-generated images and working with digital audiovisual material in a production environment (pipeline).



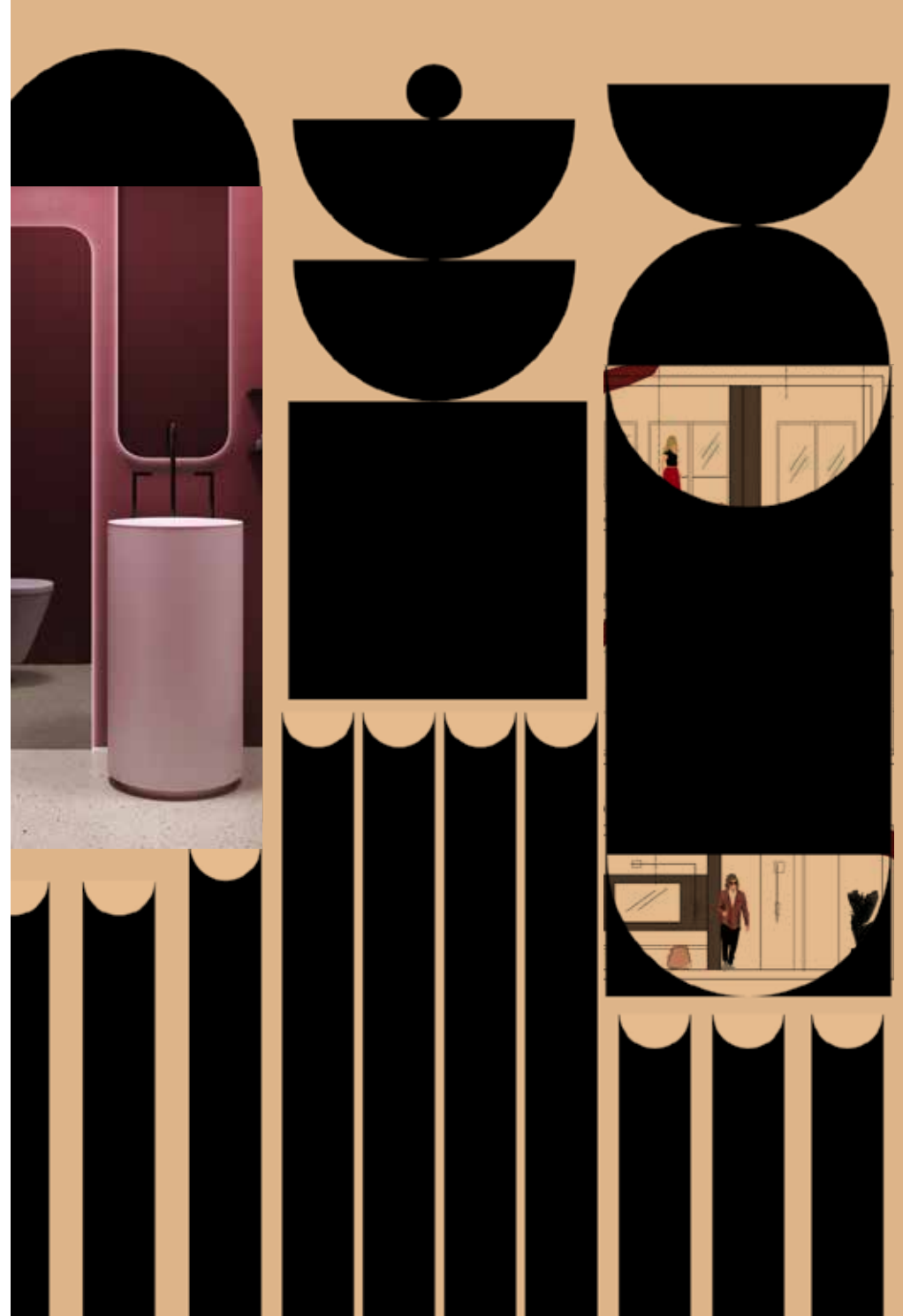


DESIGN

The study program Design, Master's Vocational Studies, is situated in the field of arts. It is designed under contemporary trends and an interdisciplinary approach, respecting students' individuality and preparing them for work in companies in the fields of brand creation, spatial design, furniture design, total design, and similar areas.

Graduates receive the professional title of Master Vocational Designer. The primary goal of the study program is for students to refine and specialize by their affinities within the chosen module. They apply and integrate previously acquired knowledge and creative skills to become capable of independent, artistic, and team creative work, as well as for further professional development.

The purpose of the Master's vocational studies in Design is to acquire new competencies that align with changes, developments, and market needs. The study program consists of two modules – Brand Design and Spatial Design. By choosing the appropriate module, students decide on one of the two possible directions.



MASTER STUDIES

MODULE BRENDE DESIGN

In the first year of the study, through a group of mandatory subjects, master's students acquaint themselves with the function of visual identity in creating a company's identity and the mechanism of brand formation, methods of positioning, and communication with the audience. A brand is created by the audience's perception, so it examines how visual elements and aspects influence brand strategy, brand inception, brand experience, and brand transformation under market demands. Elective subject groups allow students to deepen specific skills in the fields of digital fabrication, print production, studio photography, or spatial design.

In the second year of master's studies, students refine their knowledge and skills to strengthen the brand using photography, spatial graphics, and brand promotion tools. Through a group of elective subjects, knowledge in web animation, typography, and

digital interface design is deepened, allowing students to further specialize. At the end of the fourth semester, students are expected to achieve a synthesis of acquired knowledge in the Master's Thesis course, where the student conceives a comprehensive original project through practical (artistic) and written work. Through the realization of the project in both printed and digital formats, the student demonstrates knowledge and skills in project implementation and presentation. A Master Designer is capable of independently or collaboratively working on rebranding and creating a new brand.



COOKIE

Cookie je brend koji se bavi proizvodnjom ručno pravljenih biskvita. Svojim specifičnim komunikacionim tonom za ovu granu industrije, osvojio je srca publike širom zemlje i inostranstva. Namenjen je imućnijoj ciljnoj grupi srednjih godina, ali kroz svoje kampanje ne zaboravlja da se osvrne i na pripadnike drugih ciljnih grupa. Cookie je inovativan, opušten, srdačan i otvoren prema korisnicima.



SVETSKI DAN BORBE PROTIV SIDE

Želela sam da iskoristim element koji je već dobro poznat javnosti kao simbol borbe protiv side a to je crvena tračica. Kako bih osvežila znak, pokušala sam da dobijem novu formu tako što ću sjediniti dve tračice u novu kompoziciju. Dve tračice su stavljene i kao simbol podrške, oslonca i zajedništva u borbi protiv side. Zbog toga su prikazane oslonjene jedna na drugu kao i ukrštene u jednom delu koji simbolše zajedničku borbu.



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DAN BORBE
PROTIV SIDE



MASTER STUDIES

MODULE SPATIAL DESIGN

The first year provides a range of knowledge necessary for understanding the relationship between spatial design and the design of usable objects, lighting, and furniture, as well as the necessary technical and software knowledge for creating a 3D printed or virtual model. The student acquires knowledge to analytically understand the market that dictates design today on the one hand and to balance between trends and the essential needs of beings on the other. In the first year of study, the student will develop creativity and visual understanding of space, as well as skills in navigating and transforming space into drawings. Elective subject groups offer the opportunity to gain knowledge and skills in creating realistic 3D models, using modern software and tools for prototyping and 3D modeling.

The second-year program of Master's vocational studies applies the acquired knowl-

edge, unified through theoretical and practical work on projects, to construct a current image in the field of furniture and pop-up space design. Based on previously acquired knowledge, the student can define a clear conceptual idea, fully technically document it, and prepare it for real production. Additionally, the student will be able to create an exhibition concept for physical realization, a virtual museum, and a concept for the design of digital spatial environments using 3D and 2D tools.

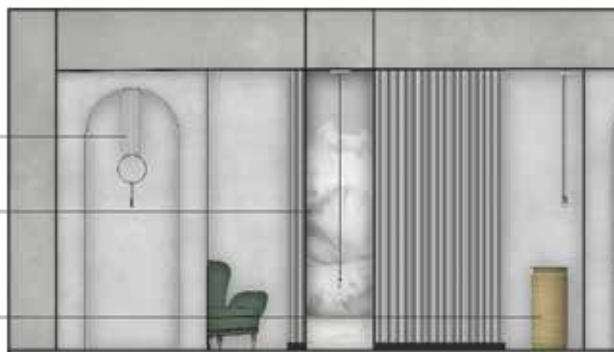
At the end of the fourth semester, the student is expected to achieve a synthesis of acquired knowledge in the Master's Thesis course. The project involves the entire process – from task analysis, finding creative solutions, and designing, to creating a zero prototype. By consolidating the knowledge and skills gained in the study program, the student will be able to realize and present the project.



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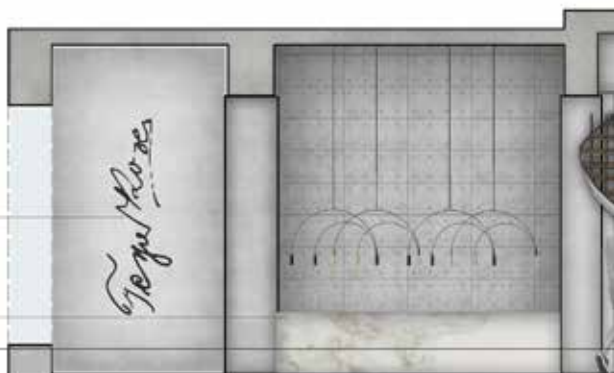
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Center for projects, international and local cooperation, extracurricular activities and communications was established in 2018. for the purpose of more efficient implementation of the basic strategic commitments.

Project Art Center engages in artistic, art-educational, developmental, and expert-consultative activities in the field of the arts.

Fields of activities of Project Art Center cover Graphic Design, Interior Design as well as Audio-visual Arts.



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