MA

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Kód** | **Tantárgy név román** | **Tantárgy név angol** | **Kredit** | **Leírás** |
| **1st year -1 term** | | | | |
| CV1101 | Istoria reclamei | History of Advertising | 7 | The course contributes to the understanding of contemporary and modern artistic phenomenon which spawns new ways of expression such as Design and Graphic Design. It enriches the field. At the same time, the course expands the knowledge related to the future profession of the enrolled students. It contributes to the development of a complex, cultivated, creative artistic personality. |
| CV1102 | Animație pe calculator | Computer Animation 1. | 7 | The subject adds two dimensions to traditional Graphics- virtual time and space (3D)- and offers an introduction into the world of film, animation and special effects. It is about new solutions to graphics which impact the world of international music posts, influence the visual development of the internet and are part of the television and advertising brands. |
| CV1103 | Cercetarea tehnicilor alternative în artele vizuale | Research of Alternative Techniques in Visual Arts | 7 | The subject focuses on the familiarisation of students with alternative techniques of artistic language, by problematizing some key elements of this language. |
| CV1104 | Probleme contemporane în filosofia artei | Contemporary Issues in the Philosophy of Art | 6 | Acquiring the key cocepts concerning the funamental themes of the Philosophy of Art |
| CV 1105 | Fotografie de reclama 1 | Advertising Photography 1 | 3 | The study of Advertising Photography aims at providing the students from Fine Arts-Graphics the necessary knowledge about creative photography techniques to be used in easel graphics, advertising and graphic design. |
| CV1106 | Intermedia | Intermedia | 3 | The course contributes to the expansion of knowledge about the present phenomena in contemporary art. It is designed for a teaching career or a Fine Arts curator job and it also contributes to the expansion of knowledge necessary for creating alternative works in contemporary art. |
|  |  |  |  |  |
| **1st year -2 term** | | | | |
| CV1201 | Creativitate şi cercetare în domeniul grafic designului | Creativity and Research in the Field of Graphics | 6 | Familiarizing students with a form of visual propaganda of a commercial brand product and knowing the specific problem regarding advertising. Secondly, knowing the creative methods in a commercial campaign and ensuring the professional Graphics training of the students regarding the requirements of the social demands from different fields of advertising. Knowing how to meet the requirements of a graphic design project and tackling advertising types, effects in different formats-from static to electronic-dynamic(poster, calendar, web design, multimedia etc). |
| CV1202 | Animație pe calculator | Computer Animation 1. | 6 | The subject adds to traditional Graphics two dimensions- virtual time and space(3D) -and offers an introduction into the world of film, animation and special effects. It is about new solutions to graphics which impact the world of international music posts, influence the visual development of the internet and are part of the television and advertising brands. |
| CV1203 | Studiul mediilor experimentale | Study of Experimental Media | 5 | The subject focuses on practicing experimental media, on exploring unconventional communication techniques through conceptual analysis of the means and possibilities of visual communication and by reformulating the traditional approaches to these. |
| CV1204 | Cultura vizuala | Visual Culture | 5 | The student will use the theoretical and practical approaches in the analysis of Visual Culture |
| CV1205 | Practică artistica | Practice | 5 | This subject deals with the introduction of notions of image processing. The frame estimate is presented and the information obtained is used to compensate movement in frames. Acquiring and valourising the basic concepts of digital and traditional animation. |
| CV 1206 | Fotografie de reclama 2 | Advertising Photography 2 | 3 | The study of Advertising Photography aims at providing the students from Fine Arts-Graphics the necessary knowledge about creative photography techniques to be used in easel graphics, advertising and graphic design. |
| CV1207 | Proiectări în domeniile comunicării vizuale şi utilizarea multimediei | Multimedia in Visual Communication | 3 | Knowing and creatively approaching the means of visual communication (the means of static and moving image language), visual representation (animation notice), mixed media digital formats, or the use of new genres and digital formats in mass-media and media art. Knowing how to use the new Internet technologies is necessary at this stage. |