საქართველოს ტექნიკური უნივერსიტეტი
GEORGIAN TECHNICAL UNIVERSITY

Approved by
Academic Council of GTU
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Bachelor's Educational Program

Title of the Program

დიზაინი
Design

Faculty

დიზაინის საერთაშორისო სკოლა
International Design School

Program Supervisor/ Supervisors

Professor Nicholas Shavishvili

Qualification to be Awarded, and the Number of Credits in the Program

Bachelor of Arts in Design
The qualification will be awarded after fulfilling at least 240 ECTS credits comprising of 210 credits of academic courses relevant to the major field of study and 30 credits of free components.

Teaching Language

English

Admission Prerequisites to the Program

The right to study in an English bachelor's educational program "Design" has a holder of a state certificate confirming complete general education or a document equivalent to it, who is enrolled in accordance with the procedure established by the legislation of Georgia.
In addition, in order to be eligible to study for the English-language Bachelor's educational program "Design", the applicant must:
1. Successfully pass an interview with the GTU special commission, for which he/she must verbally prove his own motivation for studying the program of design and submit his / her own graphic works (freehand and technical drawings) (See the provision for interview in freehand and technical drawing. https://gtu.ge/ids-en/programs/bachelor-programs.php).
2. Submit the certificate confirming the knowledge of English on a level not less than B2 or international certificate of TOEFL (The Test of English as a Foreign Language) of II certification level.

The applicant is free to submit a certificate confirming his/her competence, if he/she has obtained a general or higher education in English. In absence of the appropriate certificate or another analogous document, the applicant will have an interview in English. The temporary commission staffed by the experts from GTU will implement the interview.

Enrollment in the program without passing the Unified National Exams is possible according to the rules established by the legislation of Georgia.

https://gtu.ge/Eng/international-students/how-apply.php

Program Description

Design is a complex process of conducting a project, during which the creation of any kind of product or service is completed through its preliminary planning, projecting and administering according to the user's specifications. The world of design is represented by specialized design services, the main types of which are interior design, the art of communication or the profession that combines images, text and ideas to convey information to consumers, and industrial product design.

Design focuses on subjective creativity, while higher education is based on rational objectivity. Teaching design in an academic framework can create both a rational and a new complex approach based on creative experience.

Such an approach gives the field of study of design within educational programs the depth and versatility appropriate for the academic level, where studio projects from different fields of design are considered not as an issue/problem, but as a system, the content and value of which needs research and the final result - creative thinking, along with a rational approach .

Various design service providers include large companies as well as small and medium-sized enterprises. The global specialty design services market grew from $142.78 billion in early 2022 to $156.19 billion by 2023, at a CAGR of 9.4%. In the wake of the COVID-19 pandemic and the Russia-Ukraine war the pace of global economic recovery was temporarily disrupted, but the specialized design services market is expected to grow to $214.86 billion by 2027 at a CAGR of 8.3% (https://www.thebusinessresearchcompany.com/report/specialized-design-services-global-market-report)

The undergraduate English-language educational program "Design" is compiled according to the "Rules for planning, development, evaluation and enhancement of educational programs" developed by the Georgian Technical University. In addition, the experience gained during the current program is taken into account, as well as the experience of leading foreign universities such as:

- School of Design Carnegie Mellon University
  http://coursecatalog.web.cmu.edu/schools-colleges/collegeoffinearts/schoolofdesign/#first_yeartextcontainer

- SWPS University's School of Form, Faculty of Design in Warsaw, Poland
  https://www.sof.edu.pl/images/program-2023/2023_2024_Warsaw_Design_1st_ENG_weekday.pdf

- Universidad Francisco de Vitoria Madrid Spain Undergraduate Program Design
  https://www.ufvinternational.com/en/students-studying-at-ufv/international-student-handbook/design/

- Parsons The New School for Design
  https://www.newschool.edu/parsons/bfa-integrated-design-curriculum/

- Elisava, the Design and Engineering Faculty of Universitat de Vic - Universitat Central de Catalunya (UVic-UCC), Barcelona
  https://www.elisava.net/sites/default/files/2022-03/Tabla_Grado_Diseno.pdf

The bachelor design English-language program is for four years. It includes a wide range of study courses in humanities, social and technical sciences, mandatory and elective learning courses of the main specialisation, and free components. A combination of major courses focuses on the nature of design as a cultural, social and technological practice that is closely related to increasingly pressing issues facing the human-made as well as the natural environment.

The program consists of 240 ECTS credits, distributed as follows: core courses - 210 credits (including elective courses - 55 credits, design practice - 5 credits, bachelor graduation project - 15 credits) and free components - 30 credits.

Four years of teaching on the bachelor's program include 8 academic semesters. One semester consists of 30 credits, therefore each year includes 60 credits. One credit is 25 academic hours consisting of classroom and independent work.

The educational process at the Georgian Technical University is regulated by the following rules and instructions:
- Instructions for managing the educational process at the Georgian Technical University
  https://gtu.ge/Study-Dep/Files/Pdf/sasw_proc_%20mart_inst_20.08.2021_SD.pdf

- The procedure for conducting and evaluating STU students' practice
  https://gtu.ge/Study-Dep/Files/Pdf/praqtika_18_SD.pdf

- Procedure for completing the undergraduate research project/thesis
  https://gtu.ge/Study-Dep/Files/Pdf/2sabalavro_%20nashromi_%202019_SD.pdf

Program Objectives

- To prepare a competitive, practical work-oriented designer with competencies that are in compliance with international and local requirements, and who will have: High sense of civic consciousness, creative activity, and spatial thinking; the knowledge of basics of design, its essence, regularities of development, key principles and methods of design, modern technologies, rules, and legislative demands;
- To develop student decision-making skills, ability to share best practices in the field of design, skills of professional communication in English, critical analyzes of problems related to the field and drawing the proper conclusions; Who will have general and sectoral competencies that ensure competitiveness in the design services market;

Learning Outcomes / Competencies (general and professional)

1. Reviews design theory and observes the fields of art, communication technology, social sciences and humanities, business relations and their latest achievements in relation to design.
2. Identifies public needs, interests of customers and users in relation to design, role and importance of the designer's profession.
3. Determines the technologies, technical means, and materials necessary for the implementation of a

specific design products, while considering their aesthetic and operational properties and demonstrating knowledge of modern practical and theoretical methods of design.

4. Plans the processes and procedures of design activities based on the knowledge and practical experience gained within the educational program.

5. Creates within own competence a design project in accordance with predetermined instructions, considering various research methods, imagination, creative approach, analysis of collected information, functional purpose, safety, and requirements of sustainable development, ergonomic and technical regulations.

6. Quantitatively analyzes and critically evaluates complex, incomplete and contradictory pre-project data, and convincingly defends the solutions based on them.

7. Uses electronic, graphic, modeling, verbal, written, multimedia and other methods, a full range of educational and informational resources to create various products.

8. Works individually and/or in a team on a design project and communicates with people involved in the process of design activities with the full range of information and communication tools, in compliance with the requirements of professional ethics.

9. Determines individual learning needs and plans for her/his own professional development priorities.

Methods and Activities of Achieving Learning Outcomes (Teaching - Learning)

☒ Lecture ☒ Seminar (working in groups) ☒ Practical class ☒ Laboratory ☒ Practice
☒ Course work/project ☒ Consultation ☒ Independent work

Based on the specifics of course, the appropriate methods and appropriate activities listed below are employed, reflected in the relevant academic courses (syllabi): Discussion/debates, Cooperative teaching, Collaborative work, Problem-based learning (PBL), Heuristic, Case study, Brainstorming, Role-playing games and simulations, Demonstration, Inductive, Deductive, Analytical, Synthetic, Verbal or oral, Written, Explanatory, Activity-oriented teaching, Designing and presenting a project.

Student's knowledge assessment System

Grading system is based on a 100-point scale.
Positive grades:
- (A) - Excellent - grades between 91-100 points;
- (B) – Very good - grades between 81-90 points
- (C) - Good - grades between 71-80 points
- (D) - Satisfactory - grades between 61-70 points
- (E) - Pass - the rating of 51-60 points

Negative grades:
- (FX) - Did not pass - grades between 41-50 points, which means that the student is required to work more to pass and is given the right, after independent work, to take one extra exam;
- (F) – Failed - 40 points and less, which means that the work carried out by the student did not bring any results and he/she has to learn the subject from the beginning.

Assessment of the student's level of achievement includes mid-term and final assessments in each component of the program. The midterm assessment consists of current activities and a mid-semester exam.
Forms, methods, criteria, and scale descriptions for assessment of students' knowledge are given in the attached Syllabi.
The detailed information is given in the Instructions for managing the educational process at the Georgian Technical University.
https://gtu.ge/Study-Dep/Forms/Forms.php

Sphere of Employment

- Publishing houses and packaging companies
- Media companies
- Advertising agencies
- Design companies
- Consulting design organizations
- Architecture and design project studios;
- Manufacturers of consumer products and capital goods.
- Individual (Freelancer)

Potential for Further Education

Master's Educational Programs

Human and Material Resources Required to Implement the Program

The Program is backed by the appropriate human and material resources. For more information, see the attached documentation.

Number of Attached Syllabi: 46

Courses in the Program

№	Learning Course	Course Prerequisites	Year I		Year II		Year III		Year IV	
			Semester							
			I	II	III	IV	V	VI	VII	VIII
1	Art Through the Ages	None	5							
2	Philosophy and Material Culture	None	4							
3	Freehand Drawing for Design	None	5							
4	Elements of linear algebra and analytic geometry	None	5							
5	Graphic Editors	None	3							
6	Fundamentals of CAD	None	3							
7	Introduction to Computer Programming	None	5							
8	Introduction to Social Research	None		4						
9	Society and Design	None		4						
10	Introduction to Graphics Studio	Graphic Editors		4						
11	Introduction to Space and Objects Studio	None		4						
12	3D Visualization	None		5						
13	Rapid Visualization	Freehand Drawing for Design		4						
14	Elements of Calculus	Elements of linear algebra and analytic geometry		5						
15	Design Methods	None			5					
16	Introduction to Ergonomics	None			5					

№	Learning Course	Course Prerequisites	Year I		Year II		Year III		Year IV	
			I	II	III	IV	V	VI	VII	VIII
17	Occupational Health and safety for Design	None			3					
18	Introduction to Photography	None			4					
19	Business and entrepreneurship	None			5					
20	Design Studio I	Introduction to Graphics Studio			8					
21	Engineering Mechanics	None				4				
22	Woodworking and Furniture Making	Occupational Health and safety for Design				5				
23	Photography for Design	Introduction to Photography				4				
24	Ergonomics for Design	Introduction to Ergonomics				5				
25	Presentation skills	None				4				
26	Design Studio II	Design Studio I				8				
27	Technologies and Materials	Engineering Mechanics					5			
28	Principles of Marketing	Business and entrepreneurship					5			
29	Sustainability and Society	None					5			
30	Interior and Furniture Design Studio I	Design Studio II					10			
31	Industrial and Digital Product Design Studio I	Design Studio II								
32	Free Component	None					5			
33	Design of Computer Games	Introduction to Computer Programming								
34	WEB Design and programming	Introduction to Computer Programming						5		
35	Animation Studio	Graphic Editors								
36	Anthopology in Design	None								
37	Design from Culturological Perspective	None						5		
38	Interdisciplinary Project	Design Studio II						5		
39	User-centered Interior and Furniture Design Studio	Interior and Furniture Design Studio, I						10		
40	User-centered Industrial and Digital Product Design Studio	Industrial and Digital Product Design Studio I								
41	Free Component							5		
42	Practice	Occupational Health and safety for Design; User-centered Interior and Furniture Design Studio / User-centered Industrial and Digital Product Design Studio							5	
43	Competition Project	User-centered Interior and Furniture Design Studio / User-centered Industrial and Digital Product Design Studio							5	
44	Interior and Furniture Sustainable Design Studio	User-centered Interior and Furniture Design Studio								

№	Learning Course	Course Prerequisites	ECTS Credits							
			Year I		Year II		Year III		Year IV	
			Semester							
			I	II	III	IV	V	VI	VII	VIII
45	Industrial and Digital Product Sustainable Design Studio	User-centered Industrial and Digital Product Design Studio							10	
46	Free Component								10	
47	Study of consumer behavior	Principles of Marketing								5
48	Interior and Furniture Design Graduation Studio	Interior and Furniture Sustainable Design Studio								
49	Industrial and Digital Product Design Graduation Studio	Industrial and Digital Product Sustainable Design Studio								15
50	Free Component									10
			30	30	30	30	30	30	30	30
			60		60		60		60	

Program Curriculum

№	Course Code	Learning Course	ECTS Credits/Hours	Hours								
				Lecture	Seminar (Group Work)	Practical	Laboratory	Practice	Coursework/Course Project	Midterm Exam	Final Exam	Individual Work
1	ART30809E1-LS	Art Through the Ages	5/125	15	30					1	1	78
2	HEL30609E1-LS	Philosophy and Material Culture	4/100	15	15					1	2	67
3	ART30609E1-P	Freehand Drawing for Design	5/125			105				1	1	18
4	MAS31708E2-LP	Elements of linear algebra and analytic geometry	5/125	30		30				1	2	62
5	ICT43309E1-P	Graphic Editors	3/75			30				1	1	43
6	ICT14209E4-P	Fundamentals of CAD	3/75			30				1	1	43
7	ICT13809E2-LP	Introduction to Computer Programming	5/125			45				2	2	76
8	SOS41209E1-LS	Introduction to Social Research	4/100	15					15	1	1	68

№	Course Code	Learning Course	ECTS Credits/Hours	Lecture	Seminar (Group Work)	Practical	Laboratory	Practice	Coursework/Course Project	Midterm Exam	Final Exam	Individual Work
9	ART21509E1-LS	Society and Design	4/100	15	15					1	1	68
10	ART10109E1-LSK	Introduction to Graphics Studio	4/100			45				2	3	50
11	ART16909E1-P	Introduction to Space and Objects Studio	4/100			30				1	1	68
12	ICT43209E1-LK	3D Visualization	5/125			45				2	2	76
13	ART30709E1-P	Rapid Visualization	4/100			90				1	2	7
14	MAS31608E2-LP	Elements of Calculus	5/125	30		30				1	2	62
15	ART11709E1-LS	Design Methods	5/125	15	30					1	1	78
16	ART11909E1-LS	Introduction to Ergonomics	5/125	15	30					1	1	78
17	HHS28403E1-LP	Occupational Health and safety for Design	3/75	15		15				1	1	68
18	ART10209E1-SP	Introduction to Photography	4/100			30				1	2	52
19	BUA30109E4-P	Business and entrepreneurship	5/125	15	15	15				1	2	77
20	ART21709E1-LK	Design Studio I	8/200						90	3	2	105
21	EET54309E3-LP	Engineering Mechanics	4/100	15	15					1	1	68
22	ART40109E1-PKR	Woodworking and Furniture Making	5/125	15				15	15	1	1	78
23	ART10409E1-P	Photography for Design	4/100		15		15			1	2	67
24	ART10509E1-LS	Ergonomics for Design	5/125	15	30					1	1	78
25	BUA42709E2-P	Presentation skills	4/100			30				2	2	66
26	ART21809E1-LK	Design Studio II	8/200						90	3	2	102
27	MAP27509E1-LS	Technologies and Materials	5/125	15	30					1	1	78
28	BUA42809E2-LS	Principles of Marketing	5/125	15	30					1	1	78
29	ENV17109E1-LS	Sustainability and Society	5/125	15	30					1	1	78
30	AAC70709E1-PK	Interior and Furniture Design Studio I	10/250						120	2	2	126
31	ART17009E1-K	Industrial and Digital Product Design Studio I	10/250						120	2	2	126

№	Course Code	Learning Course	ECTS Credits/Hours	Lecture	Seminar (Group Work)	Practical	Laboratory	Practice	Coursework/Course Project	Midterm Exam	Final Exam	Individual Work
32	Free Component											
33	ICT13709E2-SP	Design of Computer Games	5/125		15	30				2	2	76
34	ICT33909E1-PK	WEB Design and programming	5/125			15			30	2	2	76
35	ICT52509E1-LPK	Animation Studio	5/125			45				2	2	76
36	SOS41409E1-LS	Anthropology in Design	5/125	15	30					1	1	78
37	SOS48409E1-LS	Design from Culturological Perspective	5/125	15	30					1	1	78
38	ART10609E1-K	Interdisciplinary Project	5/125						45	2	2	76
39	ART11809E1-PK	User-centered Interior and Furniture Design Studio	10/250						120	2	2	126
40	ART17109E1-K	User-centered Industrial and Digital Product Design Studio	10/250						120	2	2	126
41	Free Component											
42	ART17209E1-P	Practice	5/125					75			1	46
43	ART10809E1-K	Competition Project	5/125						45	2	2	76
44	ART10909E1-PK	Interior and Furniture Sustainable Design Studio	10/250						120	2	2	126
45	ART17309E1-P	Industrial and Digital Product Sustainable Design Studio	10/250						120	2	2	126
46	Free Component											
47	SOS48509E1-LS	Study of consumer behavior	5/125	15	30					1	1	78
48	ART11109E1-PK	Interior and Furniture Design Graduation Studio	15/375						195	2	2	176
49	ART17409E1-K	Industrial and Digital Product Design Graduation Studio	15/375						195	2	2	176
50	Free Component											

Program Supervisor/Supervisors   Nicholas Shavishvili

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Approved by
International Design School
Faculty Council
27/ April/ 2023

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