



SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM

Professional Field: **Public Communications and Information Sciences**

Educational and Qualification Degree "**Master**"

Specialty: **Journalism**

Master's Program: **Media Design**

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Form of study: **part-time**

Duration of training (number of semesters): **three**

Professional Qualification: **Master of Media Design**

Qualification description

Specialty: JOURNALISM

Master's Program: MEDIA DESIGN

1. Focus, educational goals

Media design is a part of the communication process that deals with the transformation of information and its transition into a message that is relevant and close to the user. The Master's Program of "Media Design" puts an emphasis on the specifics, aims and tendencies in the editorial publishing and in the ways for transportation of news, opinions and interpretation through visual and verbal means. Therefore, the courses, which are included in this Program, are linked primarily with the ways, through which the editorial design performs its functions, by uniting words and images, by reconciling structure and organization and searching for the individuality of the product and effective communication.

The Master's Program of "Media Design" is directed at the students, who have graduated from the "Journalism", "Public Relations", and "Book Publishing" majors at FJMC, and at Bachelors and Masters of different majors at other faculties of Sofia University "St. Kliment Ohridski" and other high education institutions.

2. Training (knowledge and skills that are necessary for a successful professional activity; general theoretical and special training, etc.)

The editorial design is closely linked to the visual framework and to the understanding of journalistic content and encompasses the general design concept of the media, including the ideas for structuring, hierarchy, assertion and lead of attention. Therefore, the Curriculum of the Master's Program includes courses on theory of journalism and the media, on media text and journalistic genres, on aesthetics. The Curriculum also includes closely profiling courses on graphic design and typography, on photography and image journalism, on publishing systems, on web design and book design.

3. Professional competencies

The Master's Program of Media Design gives to the students the necessary theoretical knowledge and professional skills in the field of communication design, typography, journalism and the media. The training aims to develop professional competencies that are based on the means of expression of design and of particularities of the design creative processes in the print and digital media and books. Students master the visual presentation of the press in a traditional and online format. They get acquainted with the specifics of the design work and with the principles of design in different type of traditional and online media, with their organization, structure, graphic conceptualization, with their technological prerequisites.

4. Professional development

The Program aims to prepare qualified specialists for professional work in the media with a focus on the visual side of communication. The training is tailored to the conditions of media convergence – merger and interaction of all forms of communication in a unified medium. The Masters of Media Design will be adaptive and full-bodied experts in the field of the new media industry: publishing and design of magazines, newspapers and books, digital publishing and online journalism, advertising and public communication.

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Major in "Journalism" / Master's Program "Media Design"

for the class starting in 2021-2022 year

№	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Number of classes - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices		
1	2	3	4	5	6	7	8	9	10	11	12

Compulsory Courses

1	3	4	7	9	Media Design and Communication	C	1	6	180	30	0		30+0	E
2	3	3	9	2	Theory of Journalism and the Media	C	1	6	180	30	0		30+0	E
3	3	4	8	5	Font and Caligraphy	C	1	6	180	30	0		30+0	E
4	3	3	3	4	Editorial-Publishing Systems	C	1	6	180	30	0		30+0	E
5	3	4	7	8	Media Text - Generic Models	C	1	6	180	30	0		30+0	E
6	3	3	4	8	Semiotics of Communication	C	2	5	150	30	0		30+0	E
7	3	1	3	6	Aesthetics	C	2	5	150	30	0		30+0	E
8	3	4	8	4	Colour Science	C	2	5	150	30	0		30+0	E
9	3	5	2	4	Language Politics of the Media	C	2	5	150	30	0		30+0	E
10	3	4	7	4	Press Design (Practice)	C	2	4	120	0	30		0+30	CA
11	3	1	2	5	Book Design	C	3	4	120	30	0		30+0	E
12	3	3	7	7	Text and Vision (Photo Image)	C	3	3	90	30	0		30+0	E
13	3	4	8	3	Web Design (Practice)	C	3	2	60	0	20		0+20	CA
14	3	4	7	3	Book Design (Practice)	C	3	2	60	0	20		0+20	CA

№	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Number of classes - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices		
1	2	3	4	5	6	7	8	9	10	11	12

Elective Courses – selected disciplines must carry at least 10 credits (6 credits from the second semester and 4 credits from the third semester)

1	И	4	8	0	Television Program Design	E	2	3	90	20	0		20+0	E
2	И	4	0	0	Typology of the Magazine	E	2	3	90	20	0		20+0	E
3	И	4	7	5	Art and Media	E	2	3	90	20	0		20+0	E
4	И	1	4	4	Journalistic Deontology	E	3	2	60	20	0		20+0	E
5	И	4	8	1	Advertising and Visual Communication (Practice)	E	3	2	60	0	20		0+20	E
6	И	4	7	6	Book and Fiction Literature	E	3	2	60	20	0		20+0	E
7	И	4	7	7	Comic Books, Manga, Anime	E	3	2	60	20	0		20+0	E
8	И	3	9	7	Theory of Reading	E	3	2	60	20	0		20+0	E

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	15	July	November

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Major in "Journalism" / Master's Program "Media Design"
 Educational form: part-time, Educational Period: 3 terms

Course Load, ECTS-credits and number of grades for the term																																	
Type of courses	I term			II term			III term			IV term			V term			VI term			VII term			VIII term			IX term			X term			Total		
	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades	Course Load (number of	ECTS – credits	Number of grades			
Compulsory Courses	150	30	5	150	24	5	100	11	4																								
Min. of elective courses	0	0	0	40	6	2	40	4	2																								
Study Practices																																	
Total:	150	30	5	190	30	7	140	15	6																			480	75	18			

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	15		July	November

Acquired Professional Qualification: Master of Media Design