



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 study (number of semesters): **three (90 credits)**

Professional qualification: **Master in Media Design**

Qualification description

Specialty: Journalism

Master's Program: MEDIA DESIGN

1. Focus, educational goals

The Master's program „Media Design“ is oriented towards an in-depth study of the visual and communication processes in contemporary media. It combines knowledge from the fields of journalism, graphic and editorial design, visual culture, digital technologies and creative industries. The program prepares specialists who can create, design and manage visual content in various media formats – print, electronic, online and hybrid.

Its primary objective is for the students to develop skills for conceptual thinking, visual communication and professional application of design approaches in the media environment. The education focuses on understanding the role of design in journalism, publishing, digital platforms and brand communications.

The master's program is aimed at graduates of the „bachelor“ or „master“ degree at the Faculty of Journalism and Mass Communication, as well as bachelors and masters from other specialties at other faculties of Sofia University „St. Kliment Ohridski“ and other higher education institutions.

2. Education (knowledge and skills necessary for successful professional activity; general theoretical and special training, etc.)

The curriculum includes compulsory and elective courses that build a balanced preparation in three main areas:

a) Theoretical and conceptual preparation

Students acquire knowledge about media theory, visual communication, typography, media text, ethical and aesthetic principles in design. This foundation supports the understanding of visual processes and their role in journalism and public communication.

b) Specialized knowledge of media design

The education develops skills in working with editorial and publishing systems, press design, book design, web design, copywriting and visual strategies in the media. The practical courses are oriented towards real tasks and the use of professional software tools.

c) Profiling through elective courses

The students can deepen their preparation in areas such as digital media, brand communication, artistic culture, visual semiotics, integrated communications and other fields related to the visual and media environment.

The education is conducted in three semesters and ends with the development and defence of a master's thesis in front of a State Examination Commission.

3. Professional and general competencies, specific competencies

The Master's program in media design provides the students with the necessary theoretical knowledge and professional skills in the field of communication design, typography, journalism and media. The education aims to build professional competencies in the expressive means of design and the peculiarities of the creative process of design in print and online-based media, books, advertising, PR, brand communication. The students master the visual presentation of journalistic texts for the press in traditional and online formats, become familiar with the specifics of design work and the principles of design in different types of print and online-based media, with advertising and PR tools, with their organization, structure, graphic conceptualization, with the technique and technology of their production. The program builds on basic journalistic and communication skills by connecting them with professional design practices and contemporary visual trends.

4. Professional development (according to the National Classification of Occupations and Positions in the Republic of Bulgaria/international classifications and according to the position of the future specialist in the National Qualifications Framework for Higher Education and the European Qualifications Framework)

The program aims to prepare qualified specialists in response to the urgent need on the labor market for professionals with knowledge, skills and competencies in the field of media and communication design. The offered master's program will prepare specialists who can be realized in: online media, websites of traditional media – print, radio, television, digital media companies, specialists in PR agencies, employees in advertising agencies, heads of PR and advertising departments of corporations and institutions (codes 2432; 2642; 1222, according to the **National Classification of Occupations and Positions in the Republic of Bulgaria**).

Graduates of the Master's program can find employment in a wide range of professional fields related to the media and creative industries. They can work as editors and designers in print and online media; visual content specialists in digital platforms; brand communication and visual identity experts; communication specialists in corporate and cultural organizations.

The education is tailored to the conditions of media convergence – the merging and interaction of all forms of communication in a single media environment. Masters in media design will be adaptable and full-value experts in the field of the new media industry: publishing and design of magazines, newspapers and books, electronic publishing and web journalism, writing, editing, design for advertising agencies and for PR departments of organizations and institutions.

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spec. code

Specialty "Journalism" / Master's Program "Media Design" - part-time (90 credits)

for the class starting in the 2026-2027 academic year

No.	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Hours - total number					Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices	Extracurricular Activity		
1	2	3	4	5	6	7	8	9	10	11	12	13

Compulsory Courses

1	3 4 7 9	Media design and communication	C	1	6	180	30	0	0	150	30+0+0	CA
2	3 3 9 2	Theory of journalism and the media	C	1	6	180	30	0	0	150	30+0+0	E
3	3 4 8 5	Font and calligraphy	C	1	6	180	30	0	0	150	30+0+0	CA
4	3 3 3 4	Editorial and publishing systems	C	1	6	180	30	0	0	150	30+0+0	CA
5	3 5 5 7	Media ecosystem	C	1	6	180	30	0	0	150	30+0+0	CA
6	3 8 1 7	Public relations strategies and visual approaches	C	2	5	150	30	0	0	120	30+0+0	CA
7	3 8 1 5	Ethics and aesthetics	C	2	5	150	30	0	0	120	30+0+0	E
8	3 8 1 9	Photography in the media	C	2	5	150	15	15	0	120	15+15+0	CA
9	3 3 8 9	Theory and practice of editing	C	2	5	150	30	0	0	120	30+0+0	CA
10	3 4 7 4	Press design (practicum)	C	2	4	120	0	30	0	90	0+30+0	CEV
11	3 1 2 5	Book design	C	3	4	120	30	0	0	90	30+0+0	CA
12	3 8 1 6	Copywriting	C	3	3	90	30	0	0	60	30+0+0	CA
13	3 4 8 3	Web design (practicum)	C	3	2	60	0	20	0	40	0+20+0	CEV
14	3 4 7 3	Book design (practicum)	C	3	2	60	0	20	0	40	0+20+0	CEV

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

1	И 8 1 8	Semiotics of visual communication	E	2	3	90	20	0	0	70	20+0+0	CEV
2	И 5 2 4	Language policies of the media	E	2	3	90	20	0	0	70	20+0+0	CA
3	И 4 7 8	Mediatext - genre models	E	2	3	90	20	0	0	70	20+0+0	CA
4	И 4 0 0	Magazine typology	E	2	3	90	20	0	0	70	20+0+0	CA
5	И 4 8 2	Media visualization strategies	E	2	3	90	20	0	0	70	20+0+0	CA
6	И 4 7 5	Art and Media	E	2	3	90	20	0	0	70	20+0+0	CA
7	И 8 1 4	Digital media and communication	E	3	2	60	20	0	0	40	20+0+0	CA
8	И 1 5 6	Integrated marketing communications	E	3	2	60	20	0	0	40	20+0+0	E
9	И 4 7 6	Book and artistic culture	E	3	2	60	0	20	0	40	0+20+0	CEV

10	И	8	1	3	Brand communication	E	3	2	60	20	0	0	40	20+0+0	CA
11	И	3	9	7	Theory of reading	E	3	2	60	20	0	0	40	20+0+0	CA

Graduation

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

Successfully taken exams in the Erasmus+ Program during a period of outgoing academic mobility of students at the FJMC are accepted and included in the diploma instead of or along with the elective courses, which are a part of the curriculum.

Sofia University "St. Kliment Ohridski"

Curriculum Reference Statement

Specialty "Journalism" / Master's Program "Media Design"

educational form: part-time, duration of study: 3 semesters (90 credits)

Workload, ECTS credits and grades by semester																																	
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 classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades			
compulsory courses	150	30	5	150	24	5	100	11	4																				400	65	14		
min. elective courses				40	6	2	40	4	2																				80	10	4		
optional courses																																	
learning practices																														number of classes			
Total:	150	30	5	190	30	7	140	15	6																			480	75	18			

Form of degree completion	ECTS - credits	Number of hours for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	15		July	November

Acquired professional qualification: Master in Media Design