



INTERNATIONAL
UNIVERSITY OF SARAJEVO

FASS



Bachelor of Arts (B.A.) in
**VISUAL ARTS AND
VISUAL COMMUNICATIONS DESIGN**

Info Catalogue

Academic Year 2025-2026

ABOUT THE VISUAL ARTS AND VISUAL COMMUNICATIONS DESIGN STUDY PROGRAM

The VACD program is an interdisciplinary program that offers students the flexibility to shape their own educational paths across the fields of **design, film and television, and new media studies**. Its dynamic curriculum encourages both focused specialization and cross-disciplinary exploration, fostering a broad skill set and creative adaptability. This approach equips students to excel as versatile professionals, capable of navigating the complex and evolving demands of today's creative industries.

The VACD program provides an ideal environment for students to engage in critical problem-solving through both research and the application of contemporary teaching methods. By emphasizing project-based learning and deadlines instead of traditional homework and tests, the program fosters a more dynamic and intellectually stimulating experience that better prepares students for their professional careers.



4 years, 8 semesters



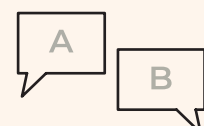
Full-time, in person



240 ECTS



Bachelor of Arts (B.A.) in
Visual Arts and
Visual Communications
Design



Language: English

The Visual Arts and Visual Communication Design program offers a unique and progressive setting that encourages **ambition, experimentation, and creativity**. Our diverse student body includes artists and designers working across **graphic design, photography, 3D design, installation, animation, video, and new media**.

The mission of the VACD program is to cultivate a deep understanding of aesthetics and its practical application within the fields of visual art and communication design.



Yet, our vision extends beyond the mere comprehension and practice of visual arts. We strive to **integrate visual expression** with other creative disciplines, **reflecting the interdisciplinary nature of contemporary art and design**.

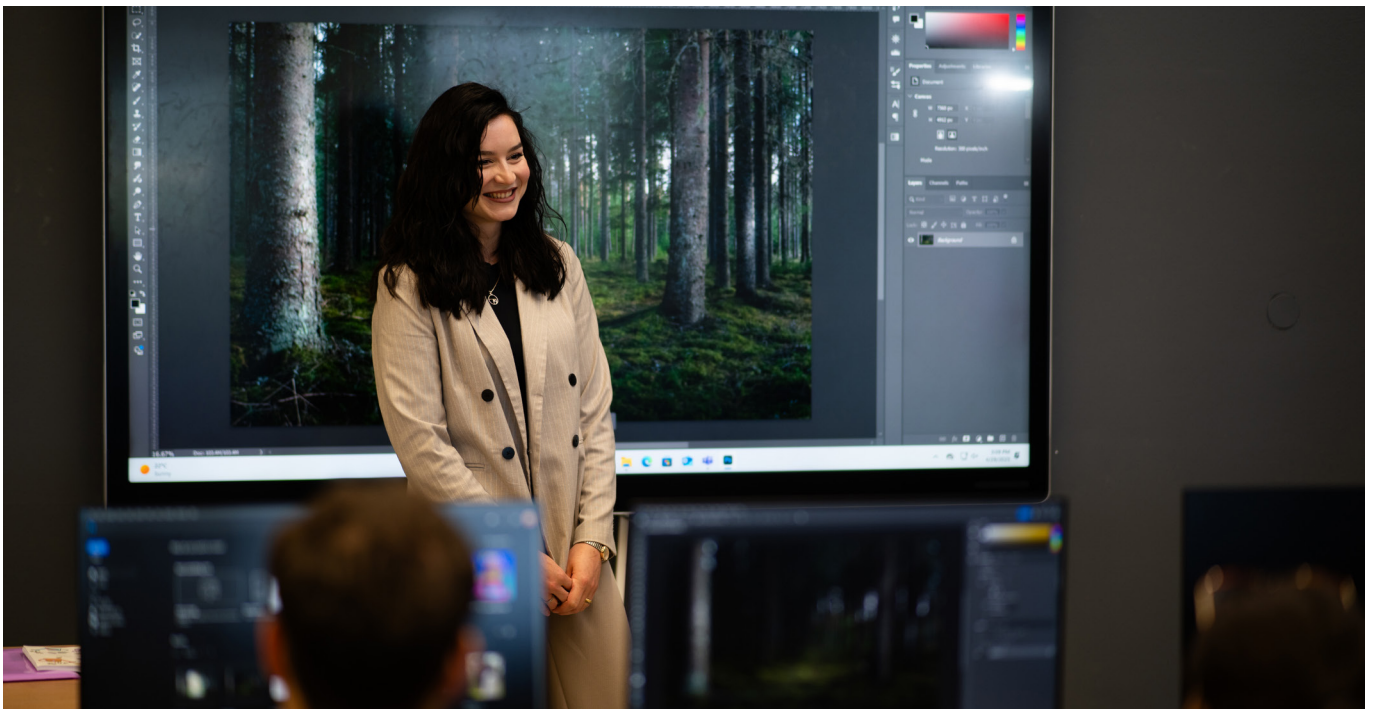


Ultimately, the program prepares students for active participation in the creative industries by guiding them in developing professional portfolios that effectively showcase their skills and creative growth.

VISION AND PEDAGOGICAL APPROACH

The vision of the VACD program is to cultivate a new generation of creative thinkers and visual communicators capable of shaping culture, inspiring change, and contributing meaningfully to the global creative industry. VACD aspires to be a dynamic academic and artistic platform that bridges **traditional artistic disciplines with emerging technologies and contemporary media practices**. By fostering critical thinking, visual literacy, and cultural awareness, the program aims to empower students to become innovative professionals who combine artistic sensitivity with social responsibility and entrepreneurial spirit.

The VACD program is built on a **student-centered and project-based pedagogical framework** that emphasizes experiential learning, interdisciplinary collaboration, and creative exploration. Teaching within the program goes beyond conventional classroom instruction, students are encouraged to learn through practice, reflection, and experimentation. Studio work, workshops, critiques, and collaborative projects form the core of the learning process, allowing students to engage directly with real-world challenges and industry practices.



The curriculum is designed to balance theory and application, nurturing both conceptual depth and technical proficiency. Through mentorship, feedback, and open dialogue, faculty guide students in developing their own creative voices while equipping them with the skills necessary to thrive in an ever-evolving visual and digital landscape.



Study program

EDUCATIONAL OBJECTIVES (EO)

Objectives of the Visual Arts and Visual Communication Study Program – 1st cycle are:

EO1	To provide students with a profound appreciation of aesthetics, form, and the social role of art and design, fostering sensitivity to cultural, historical, and contemporary contexts of visual communication.
EO2	To encourage students to synthesize knowledge from multiple disciplines, such as design, media, technology, and theory, into cohesive creative outcomes that reflect innovation and conceptual depth..
EO3	To enable students to critically analyze visual texts, artworks, and design artifacts through the study of art history, theory, and visual culture, strengthening their interpretive and reflective capacities.
EO4	To equip students with the necessary technical and technological skills for producing, manipulating, and realizing visual ideas using both traditional and digital tools..
EO5	Development of leadership and organizational skills, including the ability to lead teams and efficiently manage projects.
EO6	To prepare students for professional engagement by developing teamwork, project management, and communication skills, alongside a strong sense of responsibility, ethics, and discipline.

Study program

LEARNING OUTCOMES (LO)

Knowledge	LO1	Understand the principles of aesthetics: beauty, form, and the role of art in society.
	LO2	Synthesize learning from various disciplines into a tangible, synergistic form.
	LO3	Analyze visual texts with a deep understanding of the history and theory of art, situating the content and form of visual representation in both historical and thematic contexts.
Skills	LO4	Use various technologies to create, capture, and manipulate design elements to produce a final outcome.
	LO5	Develop individual and teamwork skills for effective collaboration in multidisciplinary teams.
	LO6	Develop awareness of compositional and organizational strategies for effectively arranging formal elements of visual art.
Personal and Professional	LO7	Develop and implement solutions to problems encountered at all stages of design and the application of digital media in creating visual communication.
	LO8	Demonstrate professionalism in managing time, materials, and information, as well as cultivating attitudes and work ethics.
DD Specific	LO9	Analyze specific artworks in both oral and written forms.
	LO10	Master specialized terminology discussions about examples of visual art.
	LO11	Understand the aesthetic content of artworks within specific historical, cultural, and/or commercial contexts

PROGRAM STRUCTURE

The Visual Arts and Visual Communications Design curriculum integrates **academic study with hands-on experience**. Students progress from foundational courses to advanced studies in visual communication, design, and video and multimedia.

- 1. University-Level Courses**
General education courses that build academic and communication skills.
- 2. Foundation Courses**
Required core courses in visual communication and design.
- 3. Program Electives**
Courses that allow interdisciplinary exploration within artistic field.
- 4. Faculty and Free Electives**
Courses designed to promote interdisciplinary exploration in areas that reflect each student's individual interests.
- 5. Capstone and Internship**
A graduation project and professional internship bridging academia and industry.

Special Opportunities:



Industry Internships

Students gain hands-on experience in creative industries



Erasmus+ and Exchange

Study abroad opportunities to build global perspectives.



Creative Collaborations

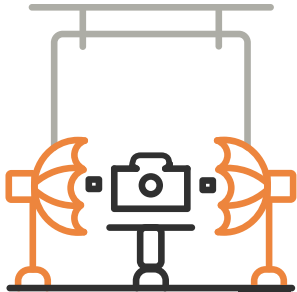
Student clubs, exhibitions, and interdisciplinary projects.



Workshops and Guest Talks

Sessions led by professionals from the design, art, film, and communication industries.

LABORATORY & RESEARCH FACILITIES



Students have access to modern facilities, including:

- TV and Photography Studio
- Broadcasting and Podcast Studio (BalkanNews Studio)
- Audio and Editing Room
- Design and Creative Labs
- IMAC and PC Computer Labs
- University Library with extensive media and communication resources



ADMISSION REQUIREMENTS:

Applicants must hold a recognized high school diploma, and admission is subject to entrance evaluation as per IUS regulations. For more information, please visit ius.edu.ba.

TEACHING AND ASSESSMENT:

Teaching combines lectures, workshops, assignments and studio practice. Assessment methods include written assignments, design projects, presentations, and exams. Continuous feedback supports students' academic and creative development.

INDUSTRY & CAREER LINKS

The VACD program maintains strong and evolving connections with the creative industries, **enabling students to bridge the gap between academic learning and professional practice.** Through collaborations with design studios, advertising agencies, cultural institutions, and media organizations, students gain firsthand insight into industry standards, workflows, and expectations. Guest lectures, workshops, and collaborative projects with professionals provide **valuable exposure to current trends and real-world challenges** in visual communication and design.

Additionally, **internships and portfolio development courses** prepare students for diverse career paths in graphic design, branding, photography, film and video production, digital media, illustration, and visual arts. By fostering partnerships with both local and international creative sectors, the program ensures that graduates are not only equipped with relevant skills but also positioned to actively contribute to the rapidly evolving creative economy.





STUDENT SUPPORT

Each student is assigned an academic advisor who provides guidance throughout their studies. The IUS Support Office ensures accessibility and inclusion for students with disabilities. Mentorship, counselling, and peer support contribute to a positive learning experience.



STUDENTS WITH DISABILITIES

IUS supports students with disabilities through its Support Office, whose aim is to foster an inclusive environment. The office provides guidance and assistance to students with disabilities and works closely with staff to ensure their full participation in university life. To further support inclusion, the university has adopted guidelines for inclusion and improved campus facilities, including Braille markings for the visually impaired.

STUDENT VOICE MATTERS

QUALITY ASSURANCE

At IUS, student feedback is central to quality assurance. Through semester surveys and course evaluations, students help shape teaching practices and curriculum improvements. The goal is a participatory and responsive academic environment that reflects students' needs and aspirations.



CAREER OPPORTUNITIES AND FURTHER STUDIES

Graduates of the Visual Arts and Visual Communications Design program are equipped to pursue careers such as:

- Graphic Designer
- Film/Video Producer/Editor
- Animator/Motion Effects Artists
- 3D Designer
- UI/UX Designer
- Creative Director
- Illustrator
- Photographer
- Game Designer

They are also well-prepared for graduate studies in design, visual communication, media, cultural studies, or related fields.



APPLY TODAY!

Visit apply.ius.edu.ba or
call 00 387 957 110

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