

1. GENERAL INFORMATION OF THE CURRICULUM

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| 1.1. NAME OF THE CURRICULUM IN ESTONIAN | GRAAFILINE DISAIN |
| 1.2. NAME OF THE CURRICULUM IN ENGLISH | Graphic Design |
| 1.3. LEVEL OF HIGHER EDUCATION | Master's Study (614) |
| 1.4. FIELDS OF EDUCATION (ISCED) | Arts and Humanities |
| 1.5. FIELD OF STUDY (ISCED) | Arts |
| 1.6. CURRICULUM GROUP (ISCED) | Audio-visual techniques and media production |
| 1.7. CURRICULUM GROUP | Arts |
| 1.8. EDUCATIONAL INSTITUTION | Estonian Academy of Arts |
| 1.9. FACULTY | Faculty of Design |
| 1.10. HEAD OF CURRICULUM | Sean Yendrys, MA |
| 1.11. THE RIGHT TO CONDUCT STUDIES | On the basis of clauses 1 and 2 of subsection 1 of section 10 of Higher Education Act |
| 1.12. DATA OF APPROVAL OF THE CURRICULUM | Certified by the Senate of EKA Regulation 1-25/4 of 17.03.2026 |
| 1.13. DATE OF REGISTRATION IN HTM | 23.01.2020 |
| 1.14. CURRICULUM CODE IN HTM | 214451 |
| 1.15. CURRICULUM VERSION | As of admission 2026/2027 |
| 1.16. CAPACITY | 120 ECTS |
| 1.17. NOMINAL LENGTH OF STUDY | 2 years |
| 1.18. STUDY FORM | Daytime study |
| 1.19. STUDY LOAD | Full-time and/or part-time study |
| 1.20. LANGUAGE OF INSTRUCTION | English |
| 1.21. OTHER LANGUAGES NECESSARY FOR ACHIEVING LEARNING OUTCOMES | - |
| 1.22. CONDITIONS FOR COMMENCING STUDIES | Persons with a Bachelor's degree or equivalent may apply for Master's studies. |
| 1.23. GENERAL OBJECTIVES OF THE CURRICULUM | <ul style="list-style-type: none"> - Provision of higher education in design: Provision of the competency needed to work as a professional designer. - Development and application of creative research methodology and practice in projects and problem analysis. - Ensuring the emergence of next generation of professional designers and nurturing a socially and creatively active, conscientious and ethical citizen. - Providing knowledge and skills for continuing education in a Doctoral program. |
| 1.24. REQUIREMENTS FOR THE COMPLETION OF THE CURRICULUM | The curriculum has been completed to the full extent if the student has completed the compulsory subjects prescribed in the curriculum, has fulfilled other requirements specified in the curriculum and has defended his or her Master's thesis. |
| 1.25. TITLE OF THE ACADEMIC DEGREE GRANTED UPON GRADUATION | Kunstide magister (MA) <i>Master of Arts (MA)</i> |
| 1.26. DOCUMENTS TO BE ISSUED UPON GRADUATION | Diploma, diploma supplement in Estonian and English |
| 1.27. INTERNATIONAL COOPERATION AND MOBILITY | The curriculum emphasizes international cooperation and experience. Students have the opportunity to: |

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| | <ul style="list-style-type: none"> - participate in exchange programmes at partner universities; - complete internships in international organisations; - attend courses and workshops conducted by visiting international lecturers; - become acquainted, through various courses, with the cultural heritage, museums, and art events of Europe and other parts of the world on site; - participate in international research projects; - develop professional communication skills in English and other languages. <p>The international dimension helps to broaden students' global perspective and prepares them to work both in Estonia and internationally.</p> |
| 1.28. ADDITIONAL INFORMATION | artun.ee |

2. DESCRIPTION OF THE CURRICULUM

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| 2.1. SHORT DESCRIPTION OF CURRICULUM STRUCTURE | <p>The curriculum consists of the following modules:</p> <ul style="list-style-type: none"> - module of the general theory elective subjects - 12 ECTS credits - module of the faculty elective subjects - 9 ECTS credits - module of specialty subjects - 57 ECTS credits - Master's thesis module - 42 ECTS credits <p>Total 120 ECTS credits</p> |
| 2.2. LEARNING OUTCOMES OF THE CURRICULUM IN ESTONIAN | |
| <p>Õppekava lõpetanu:</p> <ul style="list-style-type: none"> - on mitmekülgsete erialaste teadmiste ja oskustega spetsialist, kes on võimeline töötama professionaalina erinevates graafilise disaini valdkondades; - orienteerub erialases teoorias ning omab ülevaadet kultuuriajaloost, millega suudab sidustada valdkonnaspetsiifilisi teadmisi; - on omandanud teadmised ja oskused disaini analüüsiks, kriitikaks ning õpetamiseks; - suudab oma töös ja praktikas seada sihte ja probleemilahendusi, mis demonstreerivad autori eesmärkidele vastavat kontseptuaalset ja tehnilist kompetentsust; - on sotsiaalselt vastutustundlik ning orienteerub disaini ja loometegevuse eetilistes küsimustes ning on võimeline osalema avalikus diskussioonis; - genereerib loomingulisi ideid, eksperimenteerib ja leiab uudseid lahendusi graafilise disaini kontekstis; - on omandanud kraadi, millega on võimalik kandideerida jätkuvateks õpinguteks kunstidoktorantuuris. | |
| 2.3. LEARNING OUTCOMES OF THE CURRICULUM IN ENGLISH | |
| <p>A graduate of the curriculum:</p> <ul style="list-style-type: none"> - is a specialist with a diverse skill set and knowledge able to work as a professional in graphic design and related areas; - navigates specialty theory as well as has obtained an overview about cultural history that informs about the questions in the field; - has knowledge and skills to analyze, critique and teach design; - is able to develop a practice with concrete aims that demonstrate the author's conceptual and technical competence; - is socially responsible and orients in ethical questions in design and creative practice, as well as is able to participate in public discussions; - generates creative ideas, experiments and finds new solutions in graphic design context; - has obtained a degree with which one is able to continue studies on a PhD level in arts. | |

3. STRUCTURE OF THE CURRICULUM

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| NAME OF THE MODULE | 3.1. GENERAL THEORY ELECTIVES | | |
| MODULE VOLUME | 12 ECTS | | |
| OVERALL OBJECTIVES | | | |
| <p>The objectives of the module are to:</p> <ul style="list-style-type: none"> - expand knowledge in the fields of philosophy and cultural studies; - provide opportunities to develop academic writing skills; - broaden knowledge of research methodologies; - offer insight into possible professional outputs in the field (teaching, creative industries, self-initiated practices); - develop self-management and mental health skills. | | | |
| LEARNING OUTCOMES | | | |
| <p>Upon completion of the module, the student (depending on selected courses):</p> <ul style="list-style-type: none"> - critically analyses and synthesises central approaches in contemporary philosophy, history of ideas, cultural theory, and aesthetics; - interprets and compares different theoretical frameworks, evaluating their assumptions and methodological premises; - identifies and formulates complex disciplinary and societal problems and develops well-argued positions; - designs and conducts independent creative research or practice-based research; - produces a Master's-level academic text in Estonian or English; - consciously plans and manages writing and creative processes; - relates theoretical knowledge to their creative and professional practice; - analyses and interprets cultural and visual phenomena; - designs and initiates professional projects and activities; - critically reflects on their values, professional development, and well-being. | | | |
| SUBJECTS | | | |
| Name of the subject in Estonian | Name of the subject in English | Volume (ECTS credits) | Method of assessment |
| Ajalugu ja teooria / History and Theory | | | |
| Filosoofia ja kriitiline mõtlemine | Philosophy and Critical Thinking | 3 | A |
| Kultuuriteooria | Cultural Theory | 3 | A |
| Ideede ajalugu | History of Ideas | 3 | A |
| Akadeemiline ja erialane väljendusoskus / Academic and professional self-expression skills | | | |
| Akadeemiline kirjutamine | Academic Writing | 3 | A |
| Loovuurimuse meetodid | Creative Research Methods | 3 | A |
| Visuaalne kirjaoskus | Visual Literacy | 3 | A |
| Elu pärast ülikooli / Beyond EKA | | | |
| Loomeettevõtlus | Creative Industries | 3 | A |
| Eesti kultuur ristteedel | Estonian Culture at the Crossroads | 3/3 | A/A |
| Õpetamine ja vahendamine | Teaching and Mediating | 3 | A |
| PRINCIPLES OF SELECTION | From the General Theory Electives module, the student must choose at least 12 ECTS of subjects, subjects chosen in excess of the mandatory amount are counted as optional subjects. | | |
| ASSESSMENT OF THE MODULE | The assessment is subject based. The module is considered completed if the subjects selected from the module have been passed successfully. Criteria and methods for assessment of the subject are defined in the subject program. | | |

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| NAME OF THE MODULE | 3.2. MODULE OF THE FACULTY ELECTIVES | | |
| CAPACITY | 9 ECTS credits | | |
| OVERALL OBJECTIVES | | | |
| <p>The objectives of the module are:</p> <ul style="list-style-type: none"> - through projects linking specialties of the Faculty of Design, to provide skills and knowledge for teamwork and for participation of interdisciplinary design projects; - to place graphic design activities in the broader context of significant societal issues; - to provide opportunities for acquiring knowledge of the specifics and problems of different design curricula and specialties; - to showcase the diversity of different worldviews and approaches at international level. | | | |
| LEARNING OUTCOMES | | | |
| <p>Upon completion of the module, the student:</p> <ul style="list-style-type: none"> - has knowledge and skills in accordance with the objectives set in the syllabi of the selected subjects; - is able to work in an interdisciplinary team; - is able to contextualize and perceive design opportunities in highlighting and solving societal problems and issues; - has additional knowledge, experience and skills to support professional development in addition to the professional curriculum; - has a varied overview of international trends and theories in the field of design and art. | | | |
| SUBJECTS | | | |
| Name of the subject in Estonian | Name of the subject in English | Capacity (ECTS credits) | Method of assessment |
| Teaduskonna valikained | Faculty Elective | 9 | P |
| PRINCIPLES OF SELECTION | The selection of subjects varies from year to year and becomes clear at the beginning of the semester. It is mandatory for the student to choose elective subjects in the total capacity of 9 ECTS credits. | | |
| ASSESSMENT OF THE MODULE | The assessment is subject based. The module is considered completed if all the subjects included in the module have been passed successfully. Criteria and methods for assessment of the subject are defined in the subject syllabus. | | |

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| NAME OF THE MODULE | 3.3. MODULE OF SPECIALTY SUBJECTS | | |
| CAPACITY | 57 ECTS credits | | |
| OVERALL OBJECTIVES | | | |
| <p>The objective of the module is:</p> <ul style="list-style-type: none"> - to give space and time for professional self-reflection, development and research; - to provide an opportunity to respond critically to professional issues and industry-specific interests; - to study graphic design at the international level, addressing issues such as form, production and distribution (knowledge, information, culture); - to enhance the development of the graphic designer as an individual but also as a team member in the context of studio work, where commissioned work as well as self-initiated projects play an important role; - to study the theory and history of graphic design in both the international and local contexts, being informed of the trends and issues of the specialty, and of the basis of different practical work and projects; - to promote inclusive, tolerant and non-discriminatory professional practices; - to place graphic design activities in an international context supported by different international faculty and practitioners. | | | |
| LEARNING OUTCOMES | | | |
| Upon completion of the module, the student: | | | |

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| <ul style="list-style-type: none"> - has acquired self-reflective, critical, and research-based working methods; - has acquired working methods which can be used versatily in various graphic design outputs, such as publications, digital solutions and exhibitions; - is able to contribute to projects at an editorial and conceptual level, formatting projects from the early stages; - understands and is able to navigate various contemporary professional theories and issues; - is able to create his/her studio practice or work as a team member in a professional context; - has attained a professional level in the use of specialty related technologies, materials and techniques and applies them in his/her professional activities; - relates to his/her field of activity from a tolerant and non-discriminatory point of view; - has acquired a thorough knowledge of how to collect, select, analyze and synthesize the information needed for professional work and to make decisions; - has experience in the changing international context of the specialty of graphic design. | | | |
| SUBJECTS | | | |
| Name of the subject in Estonian | Name of the subject in English | Capacity (ECTS credits) | Method of assessment |
| Stuudio 1, 2 | Studio 1, 2 | 12 /12 | P / P |
| Töötuba 1, 2, 3 | Workshop 1, 2, 3 | 3 / 3 / 3 | P / P / P |
| Küaliskriitik 1, 2, 3 | Visiting Critic 1, 2, 3 | 3 / 3 / 3 | P / P / P |
| Teooria ja praktika 1, 2 | Theory & Practice 1, 2 | 3 / 3 | P / P |
| Disain ja kontekst 1, 2, 3 | Design & Context 1, 2, 3 | 3 / 3 / 3 | P / P / P |
| PRINCIPLES OF SELECTION | Completion of the specialty subjects in the capacity of 54 ECTS is mandatory. | | |
| ASSESSMENT OF THE MODULE | The assessment is subject based. The module is considered completed if all the subjects included in the module have been passed successfully. Criteria and methods for assessment of the subject are defined in the subject syllabus. | | |

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| NAME OF THE MODULE | 3.4. MASTER'S THESIS MODULE | | |
| CAPACITY | 42 ECTS credits | | |
| OVERALL OBJECTIVES | | | |
| <p>The purpose of Master's project is to provide skills for developing creative work and/or professional research in preparation for the Master's thesis.</p> <ul style="list-style-type: none"> - The objective of the Master's thesis is: - to provide skills for in-depth study and analysis of the narrower fields of interest to the Master's student; - to provide skills for in-depth independent creative work in his or her field; - to provide skills for independent research work corresponding to the Master's level; - the students is able to explain, discuss and defend their research and position in an academic discussion. | | | |
| LEARNING OUTCOMES | | | |
| <p>The student who has defended the Master's thesis:</p> <ul style="list-style-type: none"> - conducts in-depth research on a given topic; - presents their research problem in a clear and coherent manner; - demonstrates proficiency in the use of specialized literature and carries out critical analysis; - is able to apply different methods of scientific research; - demonstrates their theoretical knowledge and practical skills by realizing a project on their field of specialty. | | | |
| SUBJECTS | | | |
| Name of the subject in Estonian | Name of the subject in English | Capacity | Method of assessment |

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| | | (ECTS credits) | |
| Magistriprojekt | Master's Project | 12 | P |
| Magistritöö | Master's Thesis | 30 | P |
| PRINCIPLES OF SELECTION | Master's projects are the preparatory part of the Master's thesis. The defending of the Master's thesis is a mandatory condition for the completion of the curriculum. | | |
| ASSESSMENT OF THE MODULE | After defending the Master's thesis, the evaluation committee of the Faculty of Design assesses the student's Master's thesis according to the subject assessment criteria defined in the syllabus. | | |