NTUA Curriculum Map
Department of Graphic Communication Arts, Bachelor’s program (Night), 2024

Year I

1st semester

- Basic Design
- Chromatics
- Computer Graphics

2nd semester

- Basic Design
- Introduction to Publishing
- Basic computer Programming

Year II

1st semester

- Prepress Operation Practicum
- Color Management
- Brand Management
- Commercial Photography

2nd semester

- Marketing and Planning
- Electronic Commerce
- Screen Printing Practicum

Specialized compulsory

- Graphic Technology and Art
- Introduction to Graphic Communications
- Photography
- Color Reproduction Theory
- English in Graphic Communications
- Photography Practicum
- APP Planning and Design
- Web Planning and Design
- Digital Content Technology Application

Specialized elective

- Typography
- Sketching
- Digital Right Management
- Narrative Theory and practicum
- Iconography
- Advertising Design
- Computer Assembly
- Image Processing
- Introduction to Presswork
- Integrated Media Marketing
- Flim Creative Application and Production
- Advanced Commercial Photography
- Book Design
- History of Graphic Communications
- Digital Image Analysis
- Digital Image Creation
- Digital Picture Book and Illustration

Year III

1st semester

- Research Methods and Thesis Writing
- Offset Lithography Practicum
- Statistics

2nd semester

- Research Methods and Thesis Writing
- Binding, Finishing and Distribution Processes

Year IV

1st semester

- Graduation Presentation

2nd semester

- Graduation Presentation

Specialized compulsory

- Creative Development Design
- Digital Content Creation and Application

Specialized elective

- Package Printing Design
- Printing Cost Analysis and Estimation
- Printability
- Internship Study(I)
- Flexographic Plate making and Printing
- Advanced Publishing Practice
- Creative Digital Marketing
- Photography Aesthetics
- 3D Modeling and Design
- Python Programming
- Structural Packaging Design
- Flexible Electronics for Publishing
- Infographics and Big Data Applications
- Planning Exhibition Practice
- Image Quality and Process Evaluation
- Digital Media Management for Publishing
- Advanced Photography
- Printing Business Management
- Internship Study(II)
- Special Printing
- Media Creative Studies
- Management and Marketing for the Cultural and Creative Industry
- Leadership and Interpersonal Skills