

Department	VISUAL COMMUNICATION
Study programme	BACHELOR
Course year	3rd YEAR
Semester	Autumn
Study year	2024/2025

MANDATORY	Mandatory courses
FREE CHOICE	Free choice courses*
ELECTIVE	Elective courses can be chosen only after required programme of department courses is approved by department

DEPARTMENT COURSES

CODE	COURSE TITLE	ECTS
MākZ5341	Media Composition	3
MākZ5120	Interactive Technology	3
MākZ5342	Practical Work with Materials	3
MākZ5194	Internet Media Studies	3
MākZ3599	3D Computer Studies	3
MākZ5193	Communication Graphic and Printing Technology	3
MākZ1677	Anatomy	2
MākZ5125	Creative Methods in Art Pedagogy	3
MākZ6D23	Contemporary Art and Underground Culture Scene in the Eastern Europe under and after Communism	3

*As theoretical lectures are delivered to the students of the Art Academy of Latvia in Latvian, some theoretical subjects in English are offered separately to the visiting students.

ELECTIVE COURSES

The list of courses will be published during the first week of semester start!

Online registration for elective courses is open during the first two weeks of semester start. Each course is for limited number of students. To start the course at least 5 students must be registered for it. If less than 5 students are registered, course won't be available.

DEPARTMENT COURSES

COURSE TITLE	DESCRIPTION	LECTURER
Media Composition	The aim of the course is to introduce students to digital video composition techniques and the specifics of different media elements that make it up. The aim of the course is to create an understanding of the technical parameters of video composition elements, creating an idea of their impact on the quality and visual aesthetics of the project. Students work on creating video compositions that incorporate various media elements. They work with filmed materials, digital images, computer graphics, 2D / 3D animation elements, as well as with audio materials. The compositional methods and relationships of these elements are analyzed in the work process. Students work in groups. Everyone works on their own individual project, but, guided by a certain plan, also gets involved in creating the works of other group members. The study task is divided into sequential stages. The aim of the course is to develop creative collaboration skills and work planning abilities.	Mārtiņš Ratniks
Interactive Technology	Learn interactive technologies - UNITY program. The goal is to learn how to create interactive experiences using Unity. Learning Outcomes: Basic learning of Unity. The ability to create an interactive application that works both on a computer and in a web environment.	
Practical Work with Materials	The course introduces students from the simplest and in continuing to the more technically complex screen printing techniques and the principles of imprints. Experiments (deviations from the regular) in the principles of the preparation of the screen printing stencils. In the process of photoexposure as well in printing. Variations of printing surfaces and materials.	Jānis Murovskis
Internet Media Studies	Gain a basic understanding of the design and specifics of a website and a basic understanding of HTML document creation, familiarise yourself with and learn to use Adobe Dreamweaver. Gain an understanding of the structure and technical development of a website. Create a functioning website. Learn the basics of HTML and CSS.	Raitis Šmits
3D Computer Studies	The goal of the course is to introduce students to the possibilities of 3D computer graphics as a means of visual expression, thereby expanding their horizons. To encourage creative development, the ability to express oneself, one's thoughts, and feelings through modern technical means. To create a desire in students to participate in creative exhibitions, both morally and technically supported. Engaging in creative work using the latest computer technology options. Mastery of the latest 3D computer program - Cinema 4D.	Aldis Kopštāls
Communication Graphic and	The aim of the course is to continue learning theoretical and practical knowledge of printmaking and/or digital layout design.	Ivs Zenne

Printing Technology	To acquire the skill of creating complex printouts and/or digital models in the Adobe Creative Cloud environment. During the course, the anatomy of letterforms and the history of Latin script development are studied, terms, constructive components, aesthetic and emotional aspects are learned, and understanding of letterform creation is gained.	
Contemporary Art and Underground Culture Scene in the Eastern Europe under and after Communism	The course is dedicated to understanding of some important special features of art and culture of the region where Latvia (and the LAA students) belongs to – Eastern Europe. History and interpretation of the culture of the region during Soviet rule is yet to be written but it is important for the aspiring artists, designers, curators and art critics who live and work here understand its speciality and uniqueness in Europe. The course starts from the wide historical and cultural introduction to the subject and then continues with a discussion of on several important cases of contemporary art and underground cultural scene in USSR (Russia, Latvia), Czechoslovakia and Poland. In the middle of the course there will be another wide introduction – this time to the post-Soviet period. Second part of the course will be dedicated to the changes which happened in contemporary art and underground culture of the region after 1991.	Kirils Kobrins
Anatomy	Digitalized and interactive anatomy for art and design students to improve their drawing, painting, and sketching skills in anatomy. Based on Anatomy Next — anatomy learning tools for students and teachers. Anatomy Next is a very successful, world-known educational technology start-up to help students learn anatomy faster and more efficiently.	Uldis Zariņš
Creative Methods in Art Pedagogy	The course prepares students for planning and conducting art-based visual arts classes for school age children. Such an experience can be useful in teaching for both - formal and non-formal education. Graduates will gain theoretical knowledge and practical experience in transforming an idea based on creative practice (art or design) into a teaching practice.	Ilze Vītola