



Cyprus
University of
Technology

School of Fine
and Applied Arts

Department of Multimedia
and Graphic Arts

Master degree in

**BRAND
EXPERIENCE
DESIGN**

Two-day Online Informational Seminar for Master's Degree Programs
Master of Arts in Brand Experience Design

April 9th, 2024



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Two-day Online Informational Seminar for Master's Degree Programs
Master of Arts in Brand Experience Design

Program Coordinator Prof. Dr. Evripides Zantides

Outline of Presentation

- Part I: Establishment and Objectives
- Part II: Programme Description
- Part III: Teaching Methodology and Resources
- Part IV: Faculty/Teaching Staff
- Part V: Outreach and International Collaboration

Master degree in

BRAND EXPERIENCE DESIGN



Part I: Establishment and Objectives

General Information

Branding has redefined itself to meet the galloping advances in technology, that demand for interactive and curated branding for products, services or institutions, that evoke meaningful experiences.

The MA in Brand Experience Design (BXD) aims to provide students with the required knowledge and skills that shape the experience of a brand in the context of physical and digital environments.



Part I: Establishment and Objectives

General Information

- Conventional Academic Programme (18 months)
- Offered in English
- 90 ECTS (8 x 7.5 + 30)
- Applicants must have a Bachelor's degree in a design-related field
- Relevant design degree areas: graphic design, multimedia, UI/UX, web design, product design, service design, 3D modelling, animation, illustration
- Can accept up to 15 new students every year
- Eligible applicants will be invited for a personal interview



Part I: Establishment and Objectives

Admission

- Curriculum Vitae (C.V.)
- Copy of all earned Degrees
- Copy of academic transcripts
- Statement of interest (apx 500 words):
 - why he/she wishes to pursue this graduate programme
 - specific areas of academic, design and research interests
- Evidence of English proficiency
- Portfolio (applicant's design or audiovisual work)
- additional documents, relevant academic, design, research work



Part I: Establishment and Objectives

Objectives

The objectives of the programme are to:

1. Graduates with required knowledge, aesthetic values and skills that shape a brand in creative technologies, experience design and visual communication.
2. Expertise in a wide range of media
3. Promote interdisciplinary and collaborative thinking in design - multiple directions and areas of interest



Part I: Establishment and Objectives

Objectives

The objectives of the programme are to:

4. Design outcomes through research, concept analysis, prototyping and human evaluation
5. Work with subjects for creative digital and material products
6. Autonomous research and self-directed practical projects
7. Design innovation through concepts and solutions for environmental, social, cultural, public, and industrial needs



Part I: Establishment and Objectives

Objectives

The objectives of the programme are to:

8. Networking opportunities with professionals and industry experts
9. Ethics, inclusiveness and sustainability as critical qualities of design
10. Motivate lifelong learning



Part I: Establishment and Objectives

Learning Outcomes

1. Design effective brand experience designs
2. Interdisciplinary projects with internal and external stakeholders
3. Self-directed studies, critical thinking and evaluation skills
4. Integrate design areas comprising graphic design, UI/UX design, motion graphics, and illustration.



Part I: Establishment and Objectives

Learning Outcomes

5. Real-life needs, high quality standards, innovation through various design applications
6. Professional status and competitive advantage in creative industries
7. Ethical awareness, practices, responsible universal design solutions
8. Personal or professional development purposes



Part I: Establishment and Objectives

Graduates' employability areas

- branding and digital communication consultancy
- freelance and independent studio office
- design consultancy
- advertising agencies
- product / service design
- commercial or small-scale client briefs
- design research/research centers and companies
- product marketing and managing
- secondary education
- cultural centers (exhibitions, theaters, museums)



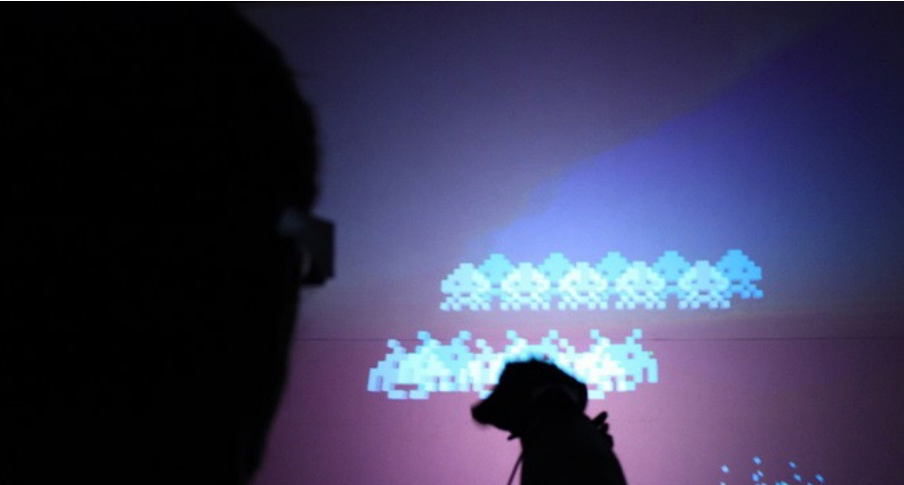
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Part II: Programme Description

Semester 1-Fall (out of 3)

COURSES	ECTS
BXD 601 Introduction to Brand Experience Design	7,5
BXD 602 Brand and User Experience Design	7,5
BXD 603 Motion Design	7,5
BXD 604 Illustration for Tomorrow	7,5
TOTAL	30



Part II: Programme Description

Semester 2-Spring (out of 3)

COURSES	ECTS
BXD 605 Research Methods	7,5
BXD 606 Interface Design	7,5
BXD 607 Space and Experimental Brand Experiences	7,5
BXD 608 Social Media Design for Brand experience	7,5
TOTAL	30

Part II: Programme Description

Semester 3-Fall (out of 3)



COURSES

ECTS

BXD 609 Master Thesis (Theoretical or Practice-based Project) 7,5

TOTAL

30



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Part III: Teaching Methodology and Resources

Teaching Philosophy & Pedagogy

- academic lectures & visiting professionals
- tutorials & studio-based activities
- contemporary & innovative instructional technologies
- project work
- individual & collaborative effort
- discussions, debates, group critiques
- workshops, seminars, demonstrations
- professional practice, work experience
- external competitions & exhibitions
- independent & self-directed study
- reflective journals



Part III: Teaching Methodology and Resources

Assessment approach

- Individual and collaborative projects
(often self-initiated projects within a general brief/problem)
- Oral presentations of projects
- e-portfolios
- Websites/blogs
- Group reflection sessions
- Critiques, group and individual feedback
- Self-evaluation and group/peer evaluation
- Active class participation
- Research papers or reports



Part III: Teaching Methodology and Resources

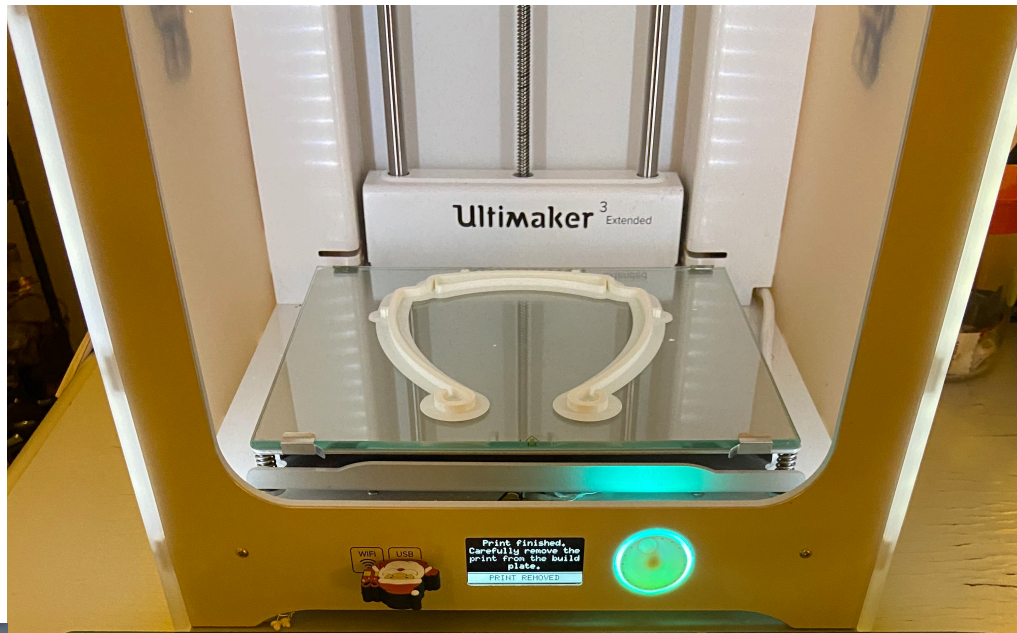
Department's Teaching Labs (6 labs + makerspace)

- Art & Design Lab
- Multimedia Lab
- Interaction and Design Lab
- Photography Lab
- Graphic Design Lab
- Animation Lab
- MGA Makerspace
(Laser Cutter, 3d Printers, 3d Scanners, Vacuum Formers, Silk Printing, Drum press)

→ Design Labs



→ MGA
Makerspace

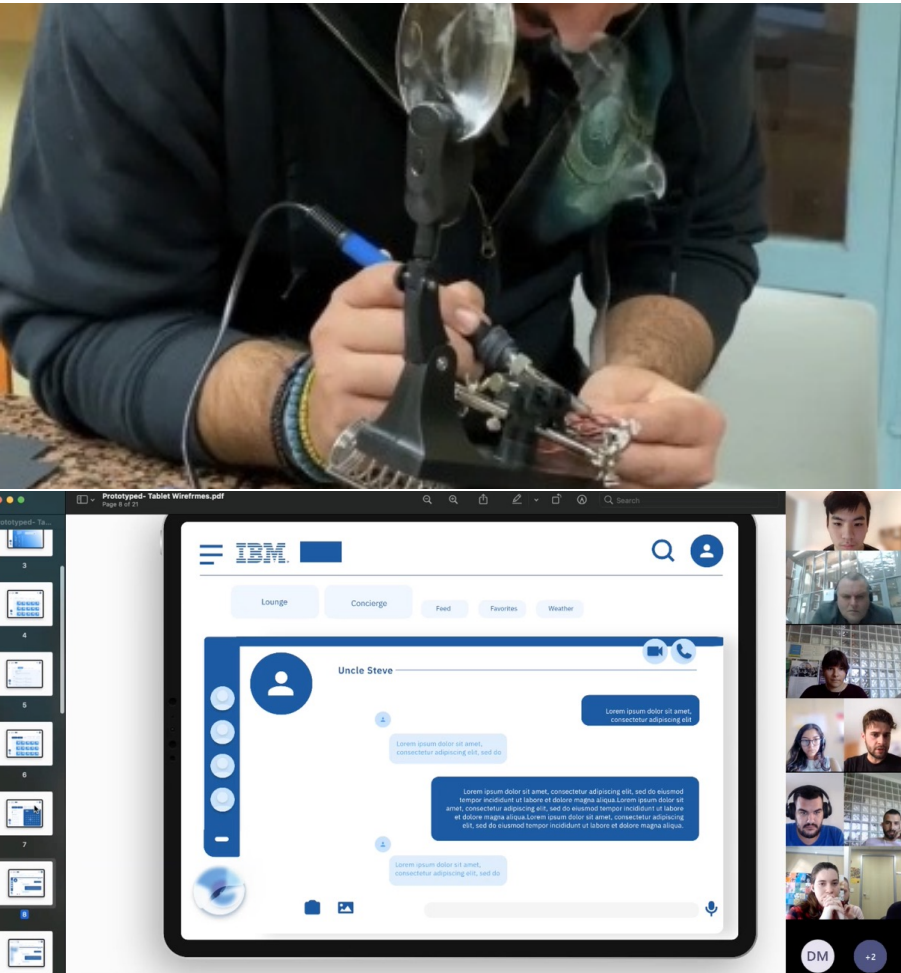




Part III: Teaching Methodology and Resources

Department's Equipment Resources

- Computers (Mac and PC)
- VR tools (HTC Vive / Oculus / Oculus Quest etc)
- Wacom Tablets
- Motion Trackers (e.g. Kinect, leap motion, Vicom motion tracking, Xsens body motion capture)
- Robotic toolkits
- IoT Tools (Raspberry Pi, Arduino)
- Lighting Equipment
- Light tables
- DSLR Cameras
- Laser cutter
- 3d printers and 3d scanners
- Vacuum formers
- Screen printing
- Drum press
- Relief Printing press
- CNC Milling



Part III: Teaching Methodology and Resources

Indicative Software (used in courses)

- Adobe Suite: Dreamweaver, Animate, Photoshop, Illustrator, Premiere, After Effects, InDesign
- Axure RP, Draw.io, Figma, Adobe XD
- Audacity
- Processing, VS Code
- UNITY
- Autodesk Maya
- Microsoft 365
- LinkedIn Learning (video tutorials)
- Moodle-learning Platform
- Citrix Cloud services, <https://cutapps.cut.ac.cy>



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Part IV: Faculty/Teaching Staff



Evripides Zantides (Professor)
PhD, Aristotle University of Thessaloniki,
Greece
Semiotics, Graphic & Visual Communication



Omiros Panayides (Assistant Professor)
MA, University of Arts, Camberwell College of
Arts, UK
Book Design, Typography, Printmaking



Andri Ioannou (Associate Professor)
PhD, University of Connecticut (USA)
Educational Technology, Computer Science



Aekaterini Mavri (Special Teaching Staff)
PhD, Cyprus University of Technology, Cyprus
Educational Technology, UX-UI, Web design



Theseas Mouzouropoulos (Special Teaching
Staff)
MA, Central Saint Martins College of Art &
Design, UK
Graphic Arts, Branding



Aggelos Panagides (Special Teaching Staff)
BA, University of the West of England, Bristol,
UKMedia-Video, Packaging



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Part V: Outreach and International Collaboration

Connection with the industry

- Graphic, advertising agencies, design studios, digital marketing, web design and development, game development
- CYENS Thinker Maker Space promoting technology-led innovation in entrepreneurship and design
- Companies, specializing in education through design and technology
- Cultural centers dedicated to the dissemination and preservation of traditional artistic forms of expression
- Cyprus Association of Graphic Designers and Illustrators provides support for the MA's objectives.
- IXN – Industry Exchange Network



Part V: Outreach and International Collaboration

Erasmus opportunities

- Handled by the Studies and Student Affairs Services in collaboration with the Department
- Freie Universität Berlin, Germany
- Aegean University, Greece
- University of Western Macedonia, Greece
- Franche Comte, France
- Academy of Fine Arts and Design Bratislava, Slovakia
- Aristotle University, Greece
- University of Macedonia, Greece
- Nelson Mandela Metropolitan University South Africa, South Africa
- Eurasia International University Armenia, Armenia
- Singidunum University, Serbia
- National Technical University of Ukraine, Ukraine
- ITMO UNIVERSITY, Russia
- Università degli studi di bari ALDO MORO, Italy
- University Of Patras, Greece
- University of Liverpool, UK
- Coventry University, UK
- Technische Universität Graz, Austria
- University of Bath, UK
- Universidade Lusofona do Porto, Portugal
- NTUU KRI, Russia
- King Mongkut's University of Technology Thonburi, Thailand



Part V: Outreach and International Collaboration

Other international collaborations

- Cyprus Poster Triennial <https://cpt.com.cy/>
- TypoGraphic Days-Iran, Slovenia
- Semiotic Theories and Advertising Practices (STAP)-Greece, Italy, Bulgaria <http://theseas.com.cy/semiotics-erasmus.com>
- Departmental Conferences on Visual Communication, HCI, Computer Graphics, VR/AR and creative technologies etc.



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Thank you.



MBX – MA in Brand Experience Design

<https://mgabed.com>



CUT student welfare:

<https://www.cut.ac.cy/students/student-welfare-and-support/scholarships/Social+Support+Scholarships+for+Masters+and+PhD+students/>



CUT MGA staff:

<https://www.cut.ac.cy/faculties/aac/mga/staff>