

	<b>ARUCAD Visual Communication Design, Program Educational Objectives (PEO)</b>
<b>PEO1</b>	To analyze the scientific, social, economic, legal, political, and cultural dimensions of visual communication design with an interdisciplinary perspective.
<b>PEO2</b>	To comprehend the concepts, theories, and historical development of visual communication and interpret contemporary approaches.
<b>PEO3</b>	To effectively apply design principles (composition, color theory, typography, visual hierarchy) in projects.
<b>PEO4</b>	To manage design processes (problem definition, research, concept development, design, and implementation) from start to finish.
<b>PEO5</b>	To use various media tools (print, motion graphics, web, interactive) effectively and appropriately for their purpose.
<b>PEO6</b>	To competently use digital technologies and design software to produce creative solutions.
<b>PEO7</b>	To carry out research, planning, design development, and implementation processes with creative and critical thinking.
<b>PEO8</b>	To effectively manage teamwork and collaboration processes both within and across disciplines.
<b>PEO9</b>	To produce with adherence to professional ethical principles, and with awareness of sustainable development, public interest, and social benefit.
<b>PEO10</b>	To evaluate the social, legal, and cultural impacts of visual communication projects, and to be sensitive to inclusivity and cultural diversity.
<b>PEO11</b>	To gain up-to-date sectoral knowledge and experience through internships and applied studies.
<b>PEO12</b>	To acquire competence in entrepreneurship and business development to initiate innovative projects in the creative industries.
<b>PEO13</b>	To acquire knowledge and skills from other disciplines through non-departmental courses and produce versatile design solutions.
<b>PEO14</b>	To apply occupational health and safety standards in design and production processes.
<b>PEO15</b>	To communicate verbally and in writing in at least one foreign language (B1 level or above) related to the field.
<b>PEO16</b>	To effectively and up-to-date use information and communication technologies in project development, presentation, and communication processes.