

## **PEDAGOGY OF VISUAL ARTS EDUCATION**

MASTER'S DEGREE PROGRAM: **"PEDAGOGY AND SOCIAL FORMAT OF THE VISUAL ARTS"**

EDUCATIONAL AND QUALIFICATION DEGREE: **MASTER**

DURATION OF STUDY: **1 YEAR /TWO SEMESTERS/**

FORM OF STUDY: **FULL-TIME**

ADMISSION REQUIREMENTS: Bachelor's degree in specialties such as Visual Arts Education, Pedagogy of Art Education, etc.

/Applicants holding a Bachelor's degree in Pedagogy of Art Education are admitted following an interview and submission of a portfolio containing free works – drawings and paintings in a medium of choice./

### **1. STRUCTURE OF THE PROGRAM**

The curriculum structure is built around core (compulsory) courses that provide a solid professional foundation aligned with contemporary trends, while the students' specialization is achieved through a selection of elective courses.

#### **COMPULSORY COURSES**

Through this program, students explore the application of visual arts within a productive and modern social context. A Bachelor's degree in Visual Arts Education provides a sound foundation and serves as a bridge between the pure practice of the visual arts and their integration into social environments.

The program offers an in-depth understanding of the essence and interpretation of contemporary visual arts. Theoretical content is tightly integrated with studio practice and addresses issues in contemporary plastic and visual arts, as well as the necessary pedagogical and methodological knowledge. It equips students with the professional literacy expected at a level that reflects current academic paradigms.

Graduates must be capable of implementing their projects using appropriate materials and media.

#### **ELECTIVE COURSES**

These courses shape the professional orientation of students in the Master's program and the application of visual arts in various social contexts.

### **2. EDUCATIONAL OBJECTIVES OF THE PROGRAM:**

The primary objective of the program is to foster the professional development of students in the field of visual arts and art education. This is achieved through the accumulation, synthesis, and critical analysis of knowledge and experience in the visual arts, which are then transformed into professional competencies applicable in both social and educational practices.

### **3. ACQUIRED KNOWLEDGE, SKILLS, AND COMPETENCIES IN ACCORDANCE WITH THE NATIONAL QUALIFICATIONS FRAMEWORK**

## **Knowledge**

- possess a broad spectrum of theoretical and practical knowledge, allowing them to deepen and specialize their pedagogical practices within a contemporary multicultural social context;
- are familiar with and understand the theory of contemporary art, various concepts, and the laws governing the development of visual arts; they expand their professional knowledge and cultivate creative experience;
- demonstrate highly specialized practical and theoretical knowledge of avant-garde forms in contemporary visual arts, providing a foundation for originality in creative thinking and the application of new ideas in art-related work; they possess the knowledge and capacity to navigate the landscape of contemporary art;
- are capable of critically reflecting on and distinguishing trends in visual arts, recognizing and articulating the interconnections among processes studied in contemporary visual art, in art education, and in the latest methodological approaches to presenting and mastering new knowledge in this field.

## **Skills**

- as a result of their studies, which include theoretical preparation, students acquire professional practical and cognitive skills required for working with both traditional and contemporary forms of visual arts and their application in social settings;
- when diagnosing key issues in the use of arts in social contexts, they demonstrate the ability to generate innovative approaches in art education and artistic engagement, including the integration of novel methods;
- based on their acquired theoretical and practical preparation, they develop a range of skills in the field of art instruction;
- they show fluency in applying innovative methods and programs for working with the arts in specialized or context-specific educational environments;
- they develop capacities for working with visual forms of art that have an interdisciplinary nature;
- they exhibit initiative when engaging with art in complex and unpredictable multicultural environments, particularly in work involving children from disadvantaged backgrounds or those with special educational needs (SEN), where problem-solving involves numerous interacting factors.

## **Competencies**

### **a. Independence and responsibility**

- are able to build organizational structures and independently manage teams to solve complex problems in a multicultural environment, with many interacting factors and variable possibilities;
- have a creative approach and adaptability in creating and developing programs for working with the arts, both in their teaching activities in general education schools and in various social spheres.

#### b. Learning competencies

- continuous awareness of the need to accumulate new knowledge in the rapidly developing processes of contemporary art;
- independent thinking and judgment when navigating the complex content of contemporary art and applying one's own criteria in mastering knowledge;
- mastery of a specialized and rich conceptual apparatus is a prerequisite for understanding the conceptual basis and abstract thinking in contemporary forms of fine art.

#### c. Communicative and social competencies

- social competencies are mandatory for working with fine arts in a social environment;
- the application of various visual forms in a social format requires constantly updated approaches when working with different audiences;
- professionalization is required in analyzing pedagogical work and other various practices and applications in a social format of the visual arts, as well as reasoned justification of new proposals for improving or changing these practices.

#### d. Professional competencies

- collect, process and interpret specialized pedagogical and methodological information necessary for solving complex problems in the field of pedagogy and working with visual arts in a different social environment, have opportunities for interpretation and independent monitoring of their pedagogical experience;
- integrate a wide range of knowledge and sources of information in a new and relatively unfamiliar context, using their professional skills and, based on the knowledge mastered from the curriculum, students are prepared to implement a project or develop programs for working with visual arts in a different social context - from pedagogical practice to the museum space or the urban environment;
- make informed judgments and find solutions in a complex environment of diverse interactions, using their preparation and orientation to connect their professional projects with European development and support programs - both in the field of arts, education and the social sphere;
- demonstrate abilities for technically and technologically sound solutions and interaction in a professional environment, use modern media and technologies to implement their projects;
- have developed competencies for the role of the teacher and education within the framework of the European Union.

**4. Graduates of the "Pedagogy and Social Format of the Visual Arts" program receive specialized training that qualifies them for employment in accordance with the National Classification of Occupations and Positions (2011), in roles such as:**

- 5004 – General education teacher for lower secondary education;
- 5002 – Teacher;
- 5001 – Teacher / Instructor in visual (and/or applied) arts in extracurricular interest-based programs;
- 5002 – Head of visual arts in auxiliary educational institutions;
- 2355 – Teachers / Instructors in arts for extracurricular programs;
- 6022 – Social pedagogue;
- 2651 – Sculptors, painters, and related professionals.

**Graduates of this specialty may pursue careers in:**

- the field of art education pedagogy;
- specialized instruction in visual arts;
- the social application of art;
- independent creative practice.

**They are equipped to develop as:**

- highly qualified professionals in the field of art education;
- experts working in high-demand social areas, including programs for children from disadvantaged backgrounds and those with special educational needs (SEN);
- cultural mediators;
- art animators;
- professionals pursuing individual creative careers;
- specialists in visual environments and intercultural dialogue.

**The qualification profile** of the Master’s program “Pedagogy and Social Format of the Visual Arts” for the educational and qualification degree “Master” with the professional qualification “teacher-artist” serves as a foundational document that governs the development of the curriculum and course syllabi. It is aligned with the Higher Education Act, the Ordinance on the State Requirements for the Acquisition of Higher Education Degrees—“Specialist,” “Bachelor,” and “Master”—as well as with the internal regulations of the South-West University “Neofit Rilski.”

## **CURRICULUM**

**SPECIALTY:** Pedagogy and Social Format of the Visual Arts

**EQD:** Master

**First Year**

### **First Semester**

- Painting Studio and Painting Systems / or Printmaking Studio and Theory of Printmaking, or Sculpture Studio and Theory of Sculpture, or Decorative Arts Studio and Theory of Decorative Arts — 5 ECTS
- Visual Arts Studio and Theory of Visual Arts — 5.5 ECTS
- Aesthetics and the Art of the Frame — 5.5 ECTS
- Public Space and Art in the Urban Environment — 5 ECTS
- Composition Studio and Theory of Composition — 3 ECTS

**Total Compulsory Credits: 24**

### **Elective Courses (students choose two): Group I**

- Multimedia and Digital Technologies — 3.0
- Art Program for Children in Disadvantaged Situations — 3.0
- Art Program for Children with Special Educational Needs — 3.0
- Art Program for Gifted Children — 3.0
- Art Therapy — 3.0

**Requirement:** One course must be selected in accordance with the student's specialization.

**Total for the semester: 30 ECTS**

### **Second Semester**

- Contemporary Pedagogical Concepts and the Bulgarian Experience in Art Education — 2.5 ECTS
- Art as Text – Information and Modes of Interpretation — 2.5 ECTS
- Contemporary Methodology and Monitoring in Education — 2.5 ECTS
- Theory and Practice of Artistic Drawing — 2.5 ECTS
- State Examination or Master's Thesis Defense — 15.0 ECTS

### **Elective Courses (students choose two): Group II**

- Digital Technologies and Graphic Techniques — 2.5

- Museum and Gallery Spaces. Contemporary Practices for Engaging with the Arts — 2.5
- Curatorial Project and Operative Criticism — 2.5
- Ephemeral Art, Performance, Installation, Assemblage — 2.5
- Contemporary Art Forms in Urban Spaces /Art and the Street/ — 2.5
- Animation Through Visual Arts — 2.5

**Total for the semester: 30 ECTS**

**TOTAL FOR BOTH SEMESTERS: 60 CREDITS**

## PAINTING STUDIO AND PAINTING SYSTEMS

**ECTS Credits:** 5.0

**Weekly Hours:** 1 lecture + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Prof. Dr. Ralitsa Ignatova

**Annotation:** This course introduces students to the concept of the “painting system.” It examines various historical models—both schools and individual artistic concepts—and considers painting as the outcome of comprehensive intellectual and visual thinking. The theoretical framework presents painting as an autonomous category within art theory. Through studio practice, students refine their technical execution and develop expressive pictorial language by working from life and through individual interpretation. Emphasis is placed on original thinking and the free selection of media and materials.

## SCULPTURE STUDIO AND THEORY OF SCULPTURE

**ECTS Credits:** 5.0

**Weekly Hours:** 1 lecture + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This Master's-level course in Sculpture enhances students’ understanding of spatial and plastic language. The theoretical component explores stylistic movements in 20th-century sculpture and its intersections with contemporary art forms such as land art, performance, and street art. Studio practice focuses on developing skills in modeling the human figure and constructing sculptural compositions, with attention to spatial relationships. The course emphasizes experimentation, the use of new materials, and the cultivation of individual artistic exploration.

## DECORATIVE ARTS STUDIO AND THEORY OF DECORATIVE ARTS

**ECTS Credits:** 5.0

**Weekly Hours:** 1 lecture + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course aims to deepen students' knowledge and practical abilities in the field of decorative arts. Instruction encompasses the historical development, traditions, and contemporary interpretations of decorative forms, materials, and techniques. Through a series of creative assignments, students acquire specific artistic and decorative skills, including color harmonization and compositional design. The course involves both aesthetic and technical analysis, project development, and independent studio practice.

## **PRINTMAKING STUDIO AND THEORY OF PRINTMAKING**

**ECTS Credits:** 5.0

**Weekly Hours:** 1 lecture + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Annotation:** This course develops students' technical and aesthetic understanding of printmaking as an artistic medium. The theoretical component explores the history of printmaking, visual communication, and a variety of techniques—both traditional and experimental. In the studio, students are encouraged to explore diverse materials and creative approaches to producing artistic prints. Emphasis is placed on contemporary visual perception and integrating digital technologies. The course supports the development of original works through critical analysis and personal interpretation.

## **VISUAL ARTS STUDIO AND THEORY OF VISUAL ARTS**

**ECTS Credits:** 5.5

**Weekly Hours:** 2 lectures + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturers:** Prof. Dr. Ralitsa Ignatova, Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course introduces students to key concepts and interrelations within the realm of visual arts, including both classical and contemporary approaches. Terms such as visual image, visual culture, and the artist's social role are clarified. The lecture component addresses the history and theory of visual arts, while studio work involves the development of a personal project grounded in current forms of contemporary visual expression. The course fosters critical thinking and creativity in an interdisciplinary setting.

## **AESTHETICS AND THE ART OF THE FRAME**



**ECTS Credits:** 5.5

**Weekly Hours:** 2 lectures + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Senior Assistant Dr. Petar Rusev

**Annotation:** This course introduces students to the aesthetic and compositional specifics of the cinematic frame as a visual means of expression. It explores the relationship of cinema to other art forms—literature, theater, visual art, and photography. Students learn about visual structuring, filmic phrasing, and the logic of editing as fundamental to audiovisual storytelling. Practical sessions involve the creation of short audiovisual pieces, developing skills in framing, perspective, composition, and the interplay between image and sound.

### **PUBLIC SPACE AND ART IN THE URBAN ENVIRONMENT**

**ECTS Credits:** 5.0

**Weekly Hours:** 1 lecture + 3 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course explores art beyond traditional exhibition settings, focusing on its placement and interaction within urban environments. Emphasis is placed on the dynamic relationship between artist, artwork, and public in the context of public space. Students examine the aesthetics and social function of street art, performance, and installation art as practiced in contemporary urban culture. Practical work involves the conceptualization and design of artistic interventions in actual city locations, emphasizing clarity of concept and visual impact.

### **COMPOSITION STUDIO AND THEORY OF COMPOSITION**

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I

**Lecturers:** Prof. Dr. Ralitsa Ignatova,

Assoc. Prof. Dr. Diana Zaharieva

**Annotation:** Composition is a fundamental element of artistic creation, ensuring unity and coherence both in meaning and visual structure. This course examines the principles and logic of composition across various visual formats. The lecture segment provides theoretical insight into the plastic and conceptual organization of artworks, while studio practice cultivates students' creative abilities through the production of both figurative and abstract compositions using diverse media and techniques. Emphasis is placed on individual approaches, visual syntax, and the relationship between form and concept.

## **CONTEMPORARY PEDAGOGICAL CONCEPTS AND THE BULGARIAN EXPERIENCE IN ART EDUCATION**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 seminar session

**Assessment Method:** Theoretical exam

**Semester:** II

**Lecturer:** Prof. Dr. Emil Kukov

**Annotation:** This course examines current methodological and theoretical issues in art education within the Bulgarian school system. Special attention is given to specific pedagogical approaches tailored to different educational levels and age groups. It presents contemporary teaching concepts, innovations, and traditions in the methodology of art instruction, emphasizing adapted models for delivering visual arts education in primary and secondary schools, as well as in private and non-formal educational settings.

## **ART AS TEXT – INFORMATION AND MODES OF INTERPRETATION**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Theoretical and practical exam

**Semester:** II

**Lecturer:** Prof. Dr. Ralitsa Ignatova

**Annotation:** This course explores the notion of art as text—as a carrier of meaning, cultural information, and symbolic structure. Through an interdisciplinary framework, it introduces students to concepts such as visual language, interpretation, exegesis, and hermeneutics. Art is examined in relation to philosophical, sociological, and linguistic paradigms. Practical sessions encourage the development of original projects in which the visual image is treated as a text open to multi-layered reading and critical reflection.

## CONTEMPORARY METHODOLOGY AND MONITORING IN EDUCATION

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 seminar session

**Assessment Method:** Theoretical exam

**Semester:** II

**Lecturer:** Prof. Dr. Emil Kukov

**Annotation:** This course examines contemporary methodological approaches in art education, with a particular focus on assessment, diagnostics, and performance monitoring. It presents models for formative and summative evaluation adapted for implementation in schools, studios, and art courses. Students develop skills for analyzing both the process and outcomes of instruction across diverse age and social groups, and for designing criteria and tools for pedagogical monitoring and educational effectiveness.

## THEORY AND PRACTICE OF ARTISTIC DRAWING

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Theoretical and practical exam

**Semester:** II

**Lecturer:** Assistant Dr. Boyan Blazhev

**Annotation:**

This course integrates the theoretical foundations of drawing with practical exercises focused on artistic interpretation. Topics include plastic anatomy, perspective, technique, and stylistic analysis of form. Drawing is explored not only as an academic discipline but also as a medium of personal expression. Students are encouraged to develop an individual visual approach, while mastering both classical and contemporary drawing techniques.

## MULTIMEDIA AND DIGITAL TECHNOLOGIES

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Theoretical and practical exam

**Semester:** I (Elective Course – Group I)

**Lecturer:** Assoc. Prof. Dr. Krum Ivanov

**Annotation:** This course introduces students to contemporary digital technologies and their application in the visual arts. It explores the development of photography, video, and

electronic imagery as a basis for creating multimedia products. The curriculum covers the technical and compositional principles of digital imaging, including lighting, color theory, and software-based creation. Practical tasks focus on producing multimedia projects with artistic value and social relevance.

### **ART PROGRAM FOR WORKING WITH CHILDREN IN DISADVANTAGED SITUATIONS**

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** I (Elective Course – Group I)

**Lecturer:** Prof. Dr. Emil Kukov

**Annotation:** This course prepares students to engage with children in disadvantaged situations using art as a pedagogical tool. It introduces key concepts, approaches, and methods for achieving social impact and integration through artistic activities. Practical sessions involve designing and implementing art programs in real-life contexts, with emphasis on empathy, adaptability, and creative thinking. The course highlights the role of art as a medium for development, communication, and social support.

### **ART PROGRAM FOR WORKING WITH CHILDREN WITH SPECIAL EDUCATIONAL NEEDS (SEN)**

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** I (Elective Course – Group I)

**Lecturer:** Prof. Dr. Emil Kukov

**Annotation:** This course equips students with the knowledge and skills necessary for working effectively with children with special educational needs (SEN) through visual arts. It introduces key concepts from special education and art pedagogy, with a focus on methods that provide emotional and social support. Students design and implement art-based projects tailored to the individual needs and abilities of children with SEN, emphasizing integration, communication development, and creative self-expression.

### **ART PROGRAM FOR WORKING WITH GIFTED CHILDREN**

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** I (Elective Course – Group I)

**Lecturer:** Assoc. Prof. Dr. Diana Zaharieva

**Annotation:** This course focuses on pedagogical strategies and models for identifying, nurturing, and supporting gifted children through the use of art. Emphasis is placed on individualized learning environments and the development of tailored programs that stimulate creative potential. Effective methodologies are discussed, alongside the roles of teachers and parents, as well as common challenges in working with gifted learners. Practical sessions involve the design of authentic instructional situations and creative workshop scenarios.

## **ARTTHERAPY**

**ECTS Credits:** 3.0

**Weekly Hours:** 1 lecture + 2 studio sessions

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** I (Elective Course – Group I)

**Lecturer:** Prof. Dr. Emil Kukov

**Annotation:** This course provides foundational knowledge of the nature, directions, and methods of art therapy. It examines various theoretical approaches and practical applications in working with children and adults across social and educational contexts. Special emphasis is placed on the therapeutic potential of the creative process. Students choose a specific art therapy direction and environment in which to conduct sessions, concluding with interpretation, presentation, and potential publication of their results.

## **DIGITAL TECHNOLOGIES AND GRAPHIC TECHNIQUES**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Ognyan Georgiev

**Annotation:** This course introduces students to the core applications of digital technologies in graphic art creation. Emphasis is placed on the integration of traditional and digital techniques, image programming, and achieving a personalized visual outcome. Instruction includes analysis of composition, form, texture, and digital post-processing. Students gain hands-on experience with tools such as Photoshop and CorelDraw to produce graphic works of contemporary aesthetic quality.

## **MUSEUM AND GALLERY SPACE. CONTEMPORARY PRACTICES FOR ENGAGING WITH THE ARTS**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Diana Zaharieva

**Annotation:** This course examines the emergence, development, and contemporary role of museums and galleries as cultural institutions. It analyzes the social function of the museum object, spatial architecture, and the communication potential with diverse audiences. Students explore innovative models of interaction between institution, artwork, and viewer. The practical component includes site visits, observational research, and the development of an original project aimed at audience engagement within a museum context.

## **CURATORIAL PROJECT AND OPERATIVE CRITICISM**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course introduces students to key theoretical and practical dimensions of curatorship—from the conceptual development of exhibitions to their realization and public presentation. It considers the curator as a mediator between artist, audience, and institution. The course also addresses the field of operative criticism, involving prompt and well-reasoned responses to contemporary art events. Practical work includes the creation of a curatorial project, exhibition analysis, and the writing of critical texts.

## **EPHEMERAL ART, PERFORMANCE, INSTALLATION, ASSEMBLAGE**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course explores the characteristics and language of experimental contemporary art forms. Students are introduced to the conceptual foundations and visual strategies of performance, installation, assemblage, and other ephemeral practices. Emphasis is placed on the role of space, time, the body, and context in the artistic process. Practical sessions encourage the creation of original works in nontraditional formats, often situated outside of conventional gallery spaces.

## **CURRENT FORMS OF CONTEMPORARY ART IN THE URBAN ENVIRONMENT /ART AND THE STREET/**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Anna Pokrovnishka

**Annotation:** This course explores the relationship between contemporary art and the urban environment, with a focus on street art as a cultural phenomenon. It examines genres and techniques such as graffiti, street posters, sticker art, installations, and participatory practices. Artistic, social, and political messages are discussed in the context of public space. Students design a project based on a specific form of street art to be implemented within a real urban setting.

## **ANIMATION THROUGH VISUAL ARTS**

**ECTS Credits:** 2.5

**Weekly Hours:** 1 lecture + 1 studio session

**Assessment Method:** Continuous assessment (theoretical and practical)

**Semester:** II (Elective Course – Group II)

**Lecturer:** Assoc. Prof. Dr. Tatyana Hristova-Popovska

**Annotation:** This course explores animation through visual arts as a contemporary form of cultural and educational engagement. It examines its potential to foster creative interests and enrich leisure culture, as well as its applicability in tourism, education, and social practice. Emphasis is placed on interactivity, experiential learning, and participatory methods. Students develop an original animation-based project tailored to a specific context and audience.