

**Ref. No.: MK/
Dean's Directive No. 2/2026
on the Final Examination Requirements for the MA
Programme in Graphic Design**

The final examination consists of the preparation and presentation of the theoretical thesis, the master's project, the printed portfolio, the portfolio website, the showreel, and the presentation, as well as the defence of the complete final examination material.

Elements and Main Criteria of Evaluation

1. Theoretical thesis – 30%

By preparing the theoretical thesis, the student demonstrates the ability to conduct independent, in-depth and thorough research, as well as to carefully and systematically process relevant sources and academic literature. The theoretical thesis addresses a research topic, problem area, or thesis statement that is related to or can be linked to the student's master's project. In the thesis, the student raises relevant professional questions and interprets them independently from multiple perspectives.

The theoretical thesis must comply with the formal and substantive standards of an academic thesis, the requirements for linguistic quality and precision, and the fundamental professional expectations applicable to academic publications.

Length: 30,000–50,000 characters, including spaces.

The theoretical thesis must include an English-language abstract of 1,000–1,500 characters, including spaces.

The formal presentation of the theoretical thesis should be consistent with the topic of the thesis and the research. The thesis should be visually sophisticated, innovative, and have a distinctive graphic design. Formal design choices must be coordinated with the advisor and the supervising instructor.

Students are required to upload a digital copy of their thesis to the Institute's archive.

Upload deadline for the June final examination: April 30.

The theoretical thesis must be prepared in two printed copies. The student is required to submit one copy to the Institute's archive and bring the other copy to the

final examination; the latter copy remains with the student after the final examination.

The deadline for submitting the printed copy to the archive is May 30.

2. Master's project – 40%

The master's project is an independent, professionally oriented creative or design project developed in consultation with an advisor, which serves as a synthesis of the professional knowledge and creative approach acquired during the MA Programme in Graphic Design.

The master's project must be presented by installing and displaying it in an exhibition setting and defending it before the examination committee.

The student is required to upload the documentation and description of the master's project to the Institute's archive in accordance with the parameters specified by the Programme director.

Upload deadline: May 30.

3. Printed portfolio, portfolio website, showreel, and presentation – 30%

Students are required to present their printed portfolio, portfolio website, showreel, and presentation during the final examination. The related digital materials must be uploaded to the Institute's archive by May 30 at the latest, in accordance with the parameters specified by the Programme director.

Printed Portfolio

The printed portfolio must contain at least 15 projects agreed upon with the advisor, designed in a style consistent with the student's own graphic identity.

A digital version of the portfolio in PDF format must be uploaded to the Institute's archive.

Portfolio Website

The portfolio website must showcase at least 15 projects, agreed upon with the advisor, in a clear and polished format that aligns with the student's own graphic style.

The website's URL, along with the documentation specified by the Programme director, must be uploaded to the Institute's archive.

Showreel

The showreel is a 60–90-second video presentation compiled from works agreed upon with the advisor. The showreel must have a high-quality visual framework that aligns with the student's own graphic style.

The showreel must be uploaded to the Institute's archive as a digital video file.

Presentation

The presentation must be prepared according to the parameters specified by the Programme director. A digital version of the presentation in PDF or PPTX format must be uploaded to the Institute's archive.

4. Preliminary Presentations and Requirements for Admission to the Final Examination

Students are required to give two preliminary presentations on the current status of their theoretical thesis and master's project prior to the final examination.

The first preliminary presentation takes place in mid-January of the given year.

Materials to be submitted for the first preliminary presentation:

- the complete text of the theoretical thesis, 100% complete, in Word format, including image attachments;
- the conceptual text of the master's project;
- the visual designs for the master's project;
- a demonstration of technical feasibility.

The second preliminary presentation takes place in mid-April of the given year.

Materials to be submitted for the second preliminary presentation:

- the completed theoretical thesis in a graphically designed, print-ready format;
- the master's project must be at least 90% complete.

A successful second preliminary presentation is a prerequisite for admission to the final examination.

5. The Final Examination Process

The defences are open to the public.

Before to the defence, members of the final examination committee review the theoretical theses, master's projects, and related final examination materials submitted by students by the deadline. During the defences, the committee members view the displayed master's projects.

Following the student's presentation, members of the final examination committee may comment and ask questions during the part of the defence designated for this purpose.

The total time allowed for each student's defence is 60 minutes.

Procedure for the final examination:

1. Screening of the showreel – 1–2 minutes
2. Presentation of the theoretical thesis and research – 10 minutes
3. Presentation of the thesis reviewer's opinion – 5 minutes
4. The student's responses to the reviewer's questions – 5 minutes
5. Presentation of the master's project – 15 minutes
6. Presentation of the printed portfolio, portfolio website, and Behance page – 10 minutes
7. Remaining time: questions from the final examination committee and the student's responses

6. Online Publication, Institutional Attribution, and Archiving

The student is required to publish the 15 projects included in the portfolio on their own Behance profile and to keep them publicly accessible for three years following graduation. Projects uploaded to Behance must include the mandatory information specified by the Institute: the name and logo of the University and the Institute, the names of the advisors, the year each project was completed, and a description of the project concept in both Hungarian and English. The Institute must be designated as a co-owner in the manner specified by the Programme director.

The required institutional information and logos must appear in all online and offline publications.

The regulations governing works created during university studies apply to the use of the master's project and the projects included in the portfolio, as well as to other copyright issues.

7. Declaration of Originality and Copyright

The student is required to declare that the materials used in the preparation of the works submitted for the final examination do not infringe upon the copyrights of third parties, and that the student has not used any tools or methods that could cast doubt on the originality of the submitted works.

Applicable to theses and master's projects uploaded to Neptun after September 1, 2026.

Eger, September 1, 2026.

habil. Lajos Csontó
Dean