Upon completion, graduates with a B.Sc. in Graphic Engineering will have the following competencies:

1) to make and give a professional presentation in Croatian and a foreign language;
2) to apply fundamental knowledge in the analysis of technological processes;
3) to identify the single units of graphic production;
4) to present processes within single units of graphic production;
5) to plan a sequence of processes within single units of graphic production;
6) to apply professional knowledge within single units of graphic production;
7) to apply the know-how and select materials for a particular production process;
8) evaluate the features of graphic machines and other equipment used in the production process;
9) to suggest communication medium;
10) to design proper messages with respect to the user, the form, and the type of graphic medium;
11) to apply appropriate programming languages and expert software applications;
12) to apply the principles of graphic design in designing visual messages;
13) to apply and utilise tools and knowledge about technological processes, materials, design, reproduction and distribution of visual messages;
14) to design a visual message digitally and by means of original graphic techniques and photography;
15) to classify graphic products with regard to their purpose;
16) to evaluate the quality of graphic products