

APPLICATION FOR SCHOLARSHIPS
FOR THE MASTER'S STUDY PROGRAM: ART AND DESIGN OF VIDEO GAMES AT THE
UNIVERSITY OF ARTS IN BELGRADE FOR THE 2026/27 ACADEMIC YEAR

The OSCE Mission to Serbia supports media reforms in the country, including the development of media policy and its implementation. This is also envisioned by the Strategy for the Development of the Public Information System in the Republic of Serbia for the period from 2020 to 2025 - a reference document adopted by the Government of the Republic of Serbia in January 2020, following an inclusive process supported by the OSCE Mission to Serbia. To strengthen the capacities of young professionals and artists in the fields of media regulation, policy, and literacy - and keeping in mind the shifts in the digital space - the OSCE Mission to Serbia will provide **two full-tuition scholarships for students of the Master of Academic Studies in Art and Design of Video Games** for the 2026/27 academic year at the University of Arts in Belgrade – Center for Interdisciplinary Studies. The scholarships are intended for candidates interested in researching various aspects and challenges present in the contemporary media sphere, media industries, and markets in Serbia. These challenges relate to the economic and political independence of media and media production, artistic aspects in media production, the quality of media content, ethical challenges in the field of video game production, video game management, the capacity of video games to promote and implement media literacy programs within the context of general digitalization and the dominance of artificial intelligence.

You can read more about the Art and Design of Video Games study program on the following webpage:
<https://www.arts.bg.ac.rs/studije/interdisciplinarne-studije/studijske-oblasti/>

GENERAL CONDITION: All candidates applying for the scholarships for the Master of Academic Studies in **Art and Design of Video Games** must be citizens of the Republic of Serbia.

Procedure:

1. Candidates apply for the scholarship for the Master of Academic Studies in Art and Design of Video Games by submitting a **motivation letter and a short essay** (250 to 300 words) on the topic: *The Potential of Video Games in Developing Media Literacy*. In the **motivation letter**, candidates should state why they want to enroll in this study program, how the program's content and structure align with their professional and academic goals, and why they believe they are the right person to receive this scholarship. **The essay** should demonstrate how candidates understand the concept and importance of media literacy, as well as the potential of video games in its development and promotion.
2. Students can apply from 1 September to 12 October 2026, by sending their materials to the following email addresses: vesna.popovic@arts.bg.ac.rs and svetlana.janketic@osce.org, with the subject line: "OSCE Mission to Serbia Scholarship for Master of Academic Studies in Art and Design of Video Games".
3. **Only candidates who have been admitted to the Master of Academic Studies in Art and Design of Video Games—and who have not obtained or will not use the right to state-budget financing for this or other Master's programs—will be considered for the scholarship.**
4. A Selection Committee, composed of representatives from the University of Arts in Belgrade and the OSCE Mission to Serbia, will review the applications and invite shortlisted candidates for an interview.
5. Ranking will be determined based on: academic success, results achieved on the entrance/aptitude exam for admission to the Master's program in Art and Design of Video Games, the motivation letter, the essay, and the interview. Information regarding the selected scholarship recipients will be available before the start of the enrollment period for the 2026/27 academic year. Enrollment in the Master's program will be conducted in accordance with the provisions of the official University Call for Applications.

The OSCE Mission to Serbia promotes equality and equal opportunities for all. We encourage qualified candidates to apply. *This activity is part of the project "Strengthening Freedom of Expression and Media Freedom in Serbia", funded by the European Union. The views expressed in this announcement are the sole responsibility of the OSCE Mission to Serbia and the University of Arts in Belgrade implementing this project activity, and do not necessarily reflect the views of the European Union.*