Faculty of Architecture
Department: Arts
Professional area: Fine Arts
Major: Computer Graphic Advertising Design
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Trends, Prospects and Tendencies in Graphic Design
2. Course unit code: FAR 2040
3. Type of course unit: elective
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Nezabravka Stoimenova Ivanova, PhD
9. Learning outcomes of the course unit: The objectives of the course are to give students systemized knowledge of the history, trends, prospects and tendencies existing in the field of graphic design in 20th and 21st centuries.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: Students need to have a bachelor degree in the fields of Arts and Architecture.
12. Course contents: History of graphic design. Styles and characteristics of the existing tendencies. Influence of new technologies. Prominent figures in the graphic design of 20th and 21st centuries.
13. Recommended and/or required reading:

    - Професионален дизайн в рекламата, Р.Паркър

    - Graphic Design fir the 21st Century, /П/745/745/F50
    - GraphicDesign, П/76/H75
    - GraphicDesign gu:Album, П/73/76/I-95
    - Area, П/745/749/A-72
    - Japanese Graphic Now!, П/745/749/K80
    - Световна енциклопедия на запазения знак
14. Planned learning activities and teaching methods: Lectures, contact hours, individual work.
15. Assessment methods and criteria: oral examination on a pre-given syllabus
16. Language of instruction: Bulgarian
17. Work placement: none