

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: Colour and Symbolism in Advertising
2. Course unit code: FAR 2105
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: Prof. Rossen Radoev, PhD
9. Learning outcomes of the course unit: The acquired knowledge and skills aim to acquaint students with the science of colour as an important element in the creative process, aesthetic and functional factor in the creation of complete and harmonious artistic environment.
10. Mode of delivery: Face-to-face
11. Prerequisite and co-requisites: Students need to have basic knowledge acquired in the bachelor programme.
12. Course contents: Nature and sources of light; Properties of light; Types of chiaroscuro; Diffraction of light (Newton's discovery); Colour Mixing. Additive (Synthesis); Subtractive Colour Mixing; Colour - parameters, colour tone, saturation; Types of colour contrasts; Harmony and order; Psychological aspects of colours; Colour and symbolism; Colour and emotion; Colour measurement.
13. Recommended and/or required reading:
 1. Райчев Р. , Някой основни проблеми от теорията на цветовете във връзка с обучението по изобразително изкуство. Проблеми на образованието по изкуствата и културата. София кн.4/1982
 2. Райчев Р. , Опит за анализ на философско – естетическите възгледи за цвета, колорита и композицията в писмени сведения, програми и дневници на творци. Проблеми на изобразителното творчество. , кн.2 “Зограф” , 1997
 3. Райчев Р. , Символика на цвета в изобразителното изкуство. Цвят и обучение. Межд. Конференция, Варна 1999
 4. Райчев, Р. „Цветовите в изкуството” ЛИК София 2005 г.
 5. Проф. Харолд Брем, Магията на цветовете, СофтПрес 2010 г.
14. Planned learning activities and teaching methods: Lectures, contact hours, independent work.
15. Assessment methods and criteria: The required assignments, finished in several ways are assessed . Course assignments are submitted in paper and digital media. Students have to demonstrate the use of theory in practical tasks.
16. Language of instruction: Bulgarian
17. Work placement: none