

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: Semiotics of Advertising Images
2. Course unit code: FAR 3013
3. Type of course unit: optional
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(s): Assoc. Prof. Lyudmila Stoyanova, PhD
9. Learning outcomes of the course unit: Developing skills in semiotic analysis and assessment of the implementation effectiveness of image advertisement in business and economic, social, cultural and creative practice.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Pre-set fundamental knowledge in Theory of Advertising, Psychology, and Persuasive Communication acquired in the university courses and disciplines, completed till this semester.
12. Course contents: The course introduces the basic conceptual and instrumental apparatus of semiotics in its sociopsychological and emotional parameters. The course in a synthesized form presents the main character and universal symbolic systems as well as introduces mechanisms for creating and operating advertising images by balancing the lectures and practical exercises
13. Recommended and/or required reading:
 1. Алмалех, М. Семиотични изследвания в търговската марка. Сф., 2011
 2. Алмалех, М. Семиотика на цветовете. Сф., 2012
 3. Анков, Кр. Семиотични тетрадки. Издат. На НБУ, 2010
 4. Барт, Р. Въображението на знака. Есета, С., Народна култура, 1991.
 5. Еко, У. Трактат по обща семиотика, Наука и изкуство, 1993
 6. Еко, У. Семиотика и философия на езика, Наука и изкуство, 1993
 7. Йотов, Н., *България: семиотиката в действие*, 2008
 8. Кафтанджиев, Хр. Визуална комуникация 1996
 9. Кафтанджиев, Хр. Герои и красавици в рекламата. Сф., 2007
 10. Кафтанджиев, хр. Сексът и насилието в рекламата. Сф., 2010
 11. Кох, Р. Книга на знаците, 2008
 12. Павлов, Ем. Семиотика и култура, издат. на ЮЗУ, 2009
14. Planned learning activities and teaching methods: multimedia lectures, discussions and solving practical case studies during the seminars, course assignments.
15. Assessment methods and criteria: The examination is written. The final assessment includes the written examination, the course assignment and the activity during the seminars.
16. Language of instruction: Bulgarian