

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: Graphic Design on Vehicles
2. Course unit code: FAR3020
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: Prof. Rossen Radoev
9. Learning outcomes of the course unit: The course aims to provide students with knowledge and skills enabling them to create and use design projects on different types of vehicles.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites: Students need to have previous basic knowledge acquired in the bachelor programme.
12. Course contents: Advertisement images and advertising messages on vehicles on land: private cars, minibuses, pickups, buses, lorries, trucks and trains. Similarities and differences. Design and redesign. Advertisement images and advertising messages on water vehicles: boats, yachts, cargo vessels, cruise liners, ferries – design and redesign. Advertisement images and advertising messages on aircraft: hot air balloons, small aircraft, airliners- design and redesign
13. Recommended and/or required reading:
 1. Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд
 2. Професионален дизайн на бизнес материали - Автор: Джон Макуейд
 3. Професионален дизайн в рекламата - Автор: Роджър Паркър
 4. Дизайн, предпечат и печат (официално ръководство) - Автор: Брайън Лолър
 5. The Visual Dictionary of Graphic Design - Автор: Gavin Ambrose and Paul Harris
 6. The big book of design ideas 3 - Автор: David E. Carter, Suzanna M. W. Stephens
14. Planned learning activities and teaching methods: Lectures, contact hours, independent work.
15. Assessment methods and criteria: The realization of the course assignments is assessed. Students have to demonstrate the use of the theory in practical tasks. Continuous assessment includes assessment of students' work on the tasks set during the semester. Students, who miss some of the tasks, will be evaluated in some of the next classes. It is desirable to attend classes. If there are students who are not satisfied with their continuous assessment, they may take part in the discussion at the end of the semester, submitting at least 75% of the tasks, set during the semester. Those students who for one reason or another do not have continuous assessment should do the same. If they fail to do that by the end of the semester, students can take the exam during the regular session. At the examination, students submit 100% of their assignments performed in several versions in paper and digital media.
16. Language of instruction: Bulgarian
17. Work placement: none