

**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: Computer Graphic Advertising Design – Part I
2. Course unit code: INF 2051
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 12
8. Name of lecturer: Assoc. Prof. Antoaneta Radoeva, PhD
9. Learning outcomes of the course unit: The course aims to provide students with: knowledge and practical computer skills to enable them to realize projects on the graphic design of printed advertising forms; knowledge of how to position graphic elements in order to achieve effective advertising messages.
10. Mode of delivery: Face-to-face.
11. Prerequisites and co-requisites: Students need to be computer literate and have good command of CorelDraw and Adobe Rhotoshop.
12. Course contents: Application of vector graphic design software (CorelDraw, Adobe Illustrator), Raster image processing (Adobe Photoshop), Prepress (Adobe InDesign).
13. Recommended and/or required reading:
  1. CorelDraw X4 в лесни стъпки - Автор: Колектив на СофтПрес
  2. Adobe® Illustrator® CS4 – официален учебен курс - Автор: Adobe Press
  3. Illustrator CS5 For Dummies. Кратко ръководство - Автор: Дженифър Смит, Кристофър Смит, Фред Герънтъби
  4. Photoshop CS5 For Dummies - Автор: Питър Бауер
  5. Цифрова фотография с Photoshop CS4 - Автор: Скот Келби
  6. Наръчник по предпечатна подготовка - Автор: Инж. Ивелин Михайлов
  7. InDesign CS5 For Dummies - Автор: Дженифър Смит, Кристофър Смит, Фред Герънтъби
  8. Adobe InDesign - практическо ръководство - Автор: Брайън Голдман
14. Planned learning activities and teaching methods: Lectures and seminars, course projects as out-of class workload.
15. Assessment methods and criteria: Evaluation of the course assignments done during the semester. Students have to demonstrate the use of the theory in practical tasks.

Continuous assessment includes assessment of student's course assignments and projects. At the exam, students submit 100% of their assignments performed in several versions in paper and digital media.
16. Language of instruction: Bulgarian
17. Work placement: none