

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: WEB Design and Multimedia Part I

2. Course unit code: INF 2060

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: 6

8. Name of lecturer: Prof. D. Teodora Bakardzhieva

9. Learning outcomes of the course unit: The course in Web Design and Multimedia Part I aims to provide students with basic knowledge of Web design and the principles governing the design of Web sites. Students learn the basics in HTML. It deals with the possibilities of preliminary preparation of graphic objects. Trainees acquire skills to work with Adobe Dreamweaver software. Students also learn alternative methods for designing Web sites. The course provides fundamental competencies in the creation of electronic presentations and publishing them on the Internet.

10. Mode of delivery: Face-to-face

11. Prerequisites and co-requisites: Students need to have basic knowledge of informatics and information technology. Knowledge of Photoshop is beneficial but not required.

12. Course contents: Preparing the design of a Web page. Creating a Web page. Main HTML tags. Creating a Web page by means of WYSIWYG tools. Working with Dreamweaver. Publishing of Web pages. Promoting Web pages by means of indexing and registration in web browsers. Creating of electronic presentations. Working with MS PowerPoint and online tools for presentations.

13. Recommended and/or required reading:

Required reading:

1. Adobe Dreamweaver CS3 : Официален учебен курс. София, СофтПрес, 2008.

2. Бакърджиева Т., Създаване на Web сайтове и оптимизация за търсачки – SEO. ВСУ „Черноризец Храбър”, Университетско издателство, 2011.

3. Кокс, Джойс и др. Microsoft Office PowerPoint 2007: Стъпка по стъпка. София: СофтПрес, 2007.

4. Склар, Джоел. Принципи на webдизайна. София, Дуо Дизайн ООД, 2010

Recommended reading:

1. McFarland, David. Dreamweaver CS5.5. The Missing Manual. O'Reilly Media, 2011.

14. Planned learning activities and teaching methods: Lectures, contact hours, seminars, project assignments.

15. Assessment methods and criteria: Written and oral parts of the examination form 40% of the assessment. Projects or workload – a course project defence. Students develop a course project – web site on a chosen topic and a presentation. The course assignment forms 40% of the total assignment. Active work during seminars gives points which form 20% of the assignment. Students get information about their continuous assessment during the seminars, contact hours in person or online.

16. Language of instruction: Bulgarian

17. Work placement: none