

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 II
2. Course unit code: INF 2109
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 9
8. Name of lecturer: Assoc. Prof. Antoaneta Radoeva, PhD
9. Learning outcomes of the course unit: The course aims to provide students with: knowledge requirements and practical computer skills to enable them to realize projects on the graphic design of basic printed advertising forms; knowledge of how to position graphic elements in order to achieve effective advertising messages. Creating a corporate style (branding)
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 (annotation): Trade mark (logo) - requirements, types, construction; Accounting documents; Posters; Outdoor Advertising; Company catalogue, magazine; Presentation of a design project
13. Recommended and/or required reading:
 1. Наръчник на начинаещия дизайнер - Автор: Робин Уилямс
 2. Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд
 3. Професионален дизайн на бизнес материали - Автор: Джон Макуейд
 4. Професионален дизайн на печатни материали - Автор: Джон Макуейд
 5. Професионален дизайн в рекламата - Автор: Роджър Паркър
 6. Дизайн, предпечат и печат (официално ръководство) - Автор: Брайън Лолър
 7. The Visual Dictionary of Graphic Design - Автор: Gavin Ambrose and Paul Harris
 8. The big book of design ideas 3 - Автор: David E. Carter, Suzanna M. W. Stephens
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