

Faculty of Architecture

Department: Arts

Professional area: Fine Arts

Major: Computer Graphic Advertising Design

Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit code: Space Design and Advertising
2. Course unit code: MAN 2210
3. Type of course unit: elective
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: Assoc. Prof. Rossen Radoev, PhD
9. Learning outcomes of the course unit: The course gives knowledge to create a complete advertising product as a combination of graphic design and exhibition design, the product which creates overall image of the advertising subject.
10. Mode of delivery: Face-to-face
11. Prerequisites and co-requisites : Students need to have fundamental knowledge acquainted in the bachelor programme.
12. Course contents: Branding - definition, nature, specificity. Identification package. Logo, accounting documents. Two-dimensional forms of advertising. 3D advertising forms. Advertising showcase. Banner stand. Advertising exposition. Commercial and Industry Exposition. EXPO - world exhibition.
13. Recommended and/or required reading:
 - *magazine "Shaufenster" – Munchen*
 - *magazine "Inspiration" – Atlanta*
 - *magazine "Промислена естетика"/ сп. "Промислено изкуство" - София*
 - *magazine "Изкуство" - София*
 - *magazine "Търговска витрина" - София*
 - *magazine "Експозиция" – София*
 - *magazine "M+A Report" –*
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 examination 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