

Faculty of International Economics and Administration
Department: Informatics
Professional area: Informatics and Computer Studies
Major: WEB Design
Educational – and - qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Portfolio creation
2. Course unit code: FAR1022
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. Antoaneta Radoeva
9. Learning outcomes of the course unit – the student will know: theory and practice for developing portfolio and presentation of a designer product.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: students are required to have basic knowledge from their secondary school education and from the Bachelor degree.
12. Course contents: Types of portfolio – according to the object of activity of the author; Types of portfolio – according to the technology (on paper, on a digital device, online); Techniques; Formal elements of the graphic language; Structuring, hierarchy of contents; Style of presentation; Importance and position of the font; Colouring; Preparation of images; Idea, message; Composition of the graphic elements depending on the general idea.
13. Recommended or required reading:
 - Наръчник на начинаещия дизайнер - Автор: Робин Уилямс*
 - The graphic designer's guide to portfolio design - Debbie Rose Myers*
 - Portfolio Design - Harold Linton, Steven Rost*
 - Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд*
 - Graphic design portfolio strategies for print and digital media - Robert Rowe, Gary Will, Harold Linton*
 - Професионален дизайн в рекламата - Автор: Роджър Паркър*
 - The Visual Dictionary of Graphic Design - Автор: Gavin Ambrose and Paul Harris*
 - The big book of design ideas 3 - Автор: David E. Carter, Suzanna M. W. Stephens*
 - Graphic design: the new basics - Ellen Lupton, Jennifer C. Phillips - Princeton Architectural Press, 2008*
14. Planned learning activities and teaching methods: Lectures; Laboratory work – task assignments; Contact hours online.
15. Assessment methods and criteria: Students present course assignments completed in several variations. The course assignment works are presented on paper or on a digital device. Assessment is on the artistic value of the project (composition, colour, form), originality of the idea, quality of the technical implementation, number of variations of the task, as well as the design of the presentation.
16. Language of instruction: Bulgarian
17. Work placement: none