

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: **Outdoor advertising – poster and billboard**
2. Course unit code: **FAR 1052**
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 to work out a poster and a billboard, will be able to: design posters and outdoor advertising (billboard)
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students are required to have basic knowledge from secondary school education and from the Bachelor's degree.
12. Course contents: History of the poster; Types – according to the subject of the advertising product; Topic research; Formulating the message; Formal elements of the graphic language; Importance and position of the font; Colour; Vector images; Digital images and their processing; Idea, joke; Composition of the graphic elements depending on the general idea; Preparation of files for printing; Polygraph technology
13. Recommended or required reading:
 - *Наръчник на начинаещия дизайнер - Автор: Робин Уилямс*
 - *Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд*
 - *Професионален дизайн на печатни материали - Автор: Джон Макуейд*
 - *Професионален дизайн в рекламата - Автор: Роджър Паркър*
 - *Дизайн, предпечат и печат (официално ръководство) - Автор: Брайън Лолър*
 - *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: Examination – Assessment of the given tasks completed and in several variations. The course assignments are presented on paper and digital device. Students have to show Student must show acquiring the theory through the given practical tasks.
16. Language of instruction: Bulgarian
17. Work placement: none