

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: **Графичен дизайн**
2. Course unit code: **INF 1009**
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: Assist.prof. Antoaneta Radoeva
9. Learning outcomes of the course unit: The course objective is to form: knowledge, requirements and practical computer skills for the implementation of a preliminary project on graphic design of the main printing and web graphic forms; knowledge of composing graphic elements for the creation of impressive advertising message. Creation of firm style (branding).
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: Point, line, plane; rhythm and balance; Scale – proportion; Texture; Colour; Figure / background; Framing – flashing; Hierarchy; Layers; transparency; Modulation; Network; Model – pattern; Diagram; Time and movement; Rules and chance; Logo (trade mark)– requirements, types, construction; Small advertising forms; Poster and outdoors advertising; Catalogue, magazine, etc.; Web site design; Designer project presentation.
13. Recommended or required reading:
 - *Наръчник на начинаещия дизайнер - Автор: Робин Уилямс*
 - *Цифрова палитра на графичния дизайнер - Автор: Алън Б. Ууд*
 - *Професионален дизайн на бизнес материали - Автор: Джон Макуейд*
 - *Професионален дизайн на печатни материали - Автор: Джон Макуейд*
 - *Професионален дизайн в рекламата - Автор: Роджър Паркър*
 - *Дизайн, предпечат и печат (официално ръководство) - Автор: Брайън Лолър*
14. Planned learning activities and teaching methods: Lectures; Laboratory work – task assignments; Contact hours online.
15. Assessment methods and criteria:

Examination – Project of a complete graphic design– corporate style by given topic including: logo (trade mark) and accention (business card, letterhead, envelope, folder, transport graphics, etc.); flyer, brochure; poster, billboard and other outdoor advertising; advertising catalogue or other advertising form on paper; WEBSITE; other advertising elements according to the topic. Projects are submitted on paper and digital material. Assessment is on the artistic value of the project (composition, colour, form), originality of the idea, quality of the technical implementation, the amount of task options, as well as the design of the presentation (folder and slideshow). Assessment during the course of training- Continuous assessment will be on the work in class on given tasks.
16. Language of instruction: Bulgarian
17. Work placement: none