

«BASICS OF COMPUTER GRAPHICS»

COURSE SYLLABUS ABSTRACT of higher education institution

speciality 1-28 01 02 «Digital Marketing»

	STUDY MODE	
	full-time	part-time
Year	1	2
Semester	2	3
Lectures, hours	16	4
Laboratory classes, hours	34	8
In-class test, semester (hours)	-	3 (2 hours)
Graded exam, semester	2	3
Contact hours	50	14
Independent study, hours	58	94
Total course duration in hours / credit units	108 / 3	

1 Summary of the academic discipline

The purpose of the course is to form knowledge and acquire skills in working with raster and vector graphics, to get acquainted with the main methods of using software products in industrial design, in the development of advertising products, in the design of presentations, in the preparation of images for web pages.

2 Course outline

Upon completion of this course, the students will be expected to

know:

- the concept of vector and raster graphics;
- modern computer graphics development software;
- basic techniques of work in application programs, principles of graphic image development.

be able to:

- create and edit images of vector and raster computer graphics;
- apply software and technical means of computer graphics for the development of layouts of advertisements, packages, labels, elements of corporate identity of the organization;
- prepare drawings, diagrams and background templates for presentations;
- make ready-made layouts for subsequent printing, as well as for transferring graphic images to other documents.

possess:

- basic theoretical knowledge in the field of computer graphics;
- modern software and technical means of computer graphics for solving theoretical and practical problems in the field of marketing.

The learning outcomes that students are expected to acquire as a result of taking the course will be used for writing a graduation paper.

3 Competencies

Competency code	Competency description
SC-3	Receive, store and process graphic information using computer graphics software tools focused on modern information technologies

4 Educational technologies:

When studying the discipline, a modular rating system for assessing students' knowledge is used. Forms of classes: multimedia, using computers.